

ABSTRAK

Penelitian ini berfokus pada implementasi pelayanan prima oleh Humas Polda Sumsel. Penelitian ini dilakukan karena masih ditemukannya kesenjangan antara harapan masyarakat akan pelayanan kepolisian yang prima dengan kenyataan yang ada di lapangan, khususnya di wilayah Polda Sumsel. Terlebih lagi, banyaknya kasus dari oknum kepolisian yang membuat survei kepercayaan masyarakat turun di Indonesia. Humas Polda Sumsel sebagai bidang yang bertugas dalam pelayanan publik harus bisa mengimplementasikan pelayanan yang prima dengan tujuan untuk meningkatkan kredibilitas serta konsekuensi yang didapatkan pada Kepolisian di Sumatera Selatan. Penelitian yang berjudul “Implementasi Pelayanan Prima Dalam Meningkatkan Kredibilitas Humas Polda Sumsel” ini bertujuan untuk mengetahui bagaimana implementasi pelayanan prima yang dijalankan oleh Humas Polda Sumsel dan konsekuensi apa yang didapatkan melalui pelayanan prima tersebut. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan menggambarkan fenomena secara mendalam sesuai realitas yang ada. Data diperoleh melalui wawancara mendalam serta observasi bersama anggota setiap unit Humas Polda Sumsel yaitu Subbag Renmin, Subbid PID, Subbid Penmas, dan Subbid Multimedia. Hasil penelitian menunjukkan bahwa Humas Polda Sumsel melaksanakan implementasi pelayanan prima secara langsung dan tidak langsung dengan menerapkan prinsip transparan, akuntabel serta profesional. Konsekuensi yang didapatkan bisa dilihat melalui faktor internal dan eksternal. Dengan demikian, implementasi pelayanan prima dalam meningkatkan kredibilitas Humas Polda Sumsel memiliki andil yang besar terhadap konsekuensi yang didapatkan oleh Humas Polda Sumsel itu sendiri.

Kata Kunci: Pelayanan Prima, Kredibilitas, Humas Polda Sumsel.

ABSTRACT

This research focuses on the implementation of excellent service by South Sumatra Regional Police Public Relations. This research was conducted because there is still a gap between the public's expectation of excellent police services and the reality on the ground, especially in the South Sumatra Regional Police. Moreover, many cases of unscrupulous police officers have caused a decline in public trust surveys in Indonesia. South Sumatra Police Public Relations as a field in charge of public services must be able to implement excellent service with the aim of increasing credibility and the consequences obtained in the Police in South Sumatra. The research entitled "Implementation of Excellent Service in Improving the Credibility of South Sumatra Police Public Relations" aims to find out how the implementation of excellent service is carried out by the South Sumatra Police Public Relations and what consequences are obtained through the excellent service. The research method used is a qualitative approach by describing the phenomenon in depth according to the existing reality. Data was obtained through in-depth interviews and observations with members of each unit of South Sumatra Regional Police Public Relations, namely Subbag Renmin, Subbid PID, Subbid Penmas, and Subbid Multimedia. The results of the study show that the Public Relations Unit of Polda South Sumatera implements the implementation of excellent service directly and indirectly by applying transparent, accountable and professional principles. The consequences obtained can be seen through internal and external factors. Thus, the implementation of excellent service in enhancing the credibility of South Sumatra Regional Police Public Relations has a large contribution to the consequences obtained by South Sumatra Regional Police Public Relations itself.

Keywords: *Excellent Service, Credibility, South Sumatra Regional Police Public Relations.*