

ABSTRAK

Putra, Kadek Hendra Negara (2022), Strategi Peningkatan Pelayanan Publik Dinas Perhubungan Kabupaten Buleleng.

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Kata Kunci: Strategi, Manajemen, Pelayanan Publik, Metode SOAR, Dinas Perhubungan.

Penelitian ini bertujuan untuk membantu pemerintah untuk merumuskan strategi peningkatan pelayanan publik Dinas Perhubungan Kabupaten Buleleng menggunakan metode SOAR. Penelitian ini menggunakan pendekatan penelitian kualitatif. Data di kumpulkan dengan teknik observasi, dokumentasi, focus group discussion. Responden dipilih dengan teknik purposive random sampling. Data yang terkumpul di analisis dengan teknik analisis data kualitatif. Penelitian ini menghasilkan data terkait kekuatan, peluang, aspirasi dan results. Hasil yang diinginkan stakeholder adalah tercapainya peningkatan pelayanan publik Dinas Perhubungan Kabupaten Buleleng dengan target nilai IKM 100. Untuk mencapai target maksimal tersebut, maka strategi untuk mencapainya antara lain: (1) revitalisasi sarana dan prasarana di bidang perhubungan; (2) membuat perencanaan secara komprehensif dalam rangka meningkatkan konektivitas antar wilayah dalam Kabupaten Buleleng; (3) meningkatkan pengawasan dan pengendalian terhadap angkutan darat, sungai dan danau, (4) efektivitas dan efisiensi pengelolaan kegiatan yang anggarannya bersumber dari APBD Kabupaten, APBD Provinsi dan APBN; (5) meningkatkan pemeliharaan dan koordinasi dalam pengelolaan terminal dan parkir, (6) sinergitas dengan stakeholder dalam rangka meningkatkan disiplin masyarakat dalam berlalu lintas, (7) peningkatan kapabilitas SDM di bidang perhubungan; (8) pengembangan keterbukaan sistem informasi melalui berbagai media sosial dan informasi; (9) melakukan monitoring dan evaluasi secara komprehensif dalam rangka peningkatan PAD di sektor perhubungan; (10) Meningkatkan kapasitas pelayanan Unit Pelaksana Teknis Pengujian Kendaraan Bermotor; (11) pemberlakuan reward dan punishment yang tegas terhadap pegawai. Hasil penelitian ini berguna untuk pemerintah daerah Kabupaten Buleleng. Strategi yang disusun dapat dijadikan acuan dalam penyusunan roadmap pengembangan Dinas Perhubungan Kabupaten Buleleng.

ABSTRACT

Putra, Kadek Hendra Negara (2022), *Strategy to Improve Public Service of Buleleng District Transportation Offices*. Thesis, Management Science, Graduate Program, Ganesha University of Education

This thesis has been approved and examined by : Putu Indah Rahmawati, SST.Par., M.Bus., Ph.D. and Dr. Ni Made Ary Widiastini, S.ST.Par., M.Par.

Keywords: Strategy, Management, Public Service, SOAR Method, Department of Transportation.

This research aimed to help the government to formulate a strategy to improve public services of the Buleleng District Transportation Office using the SOAR method. This research used a qualitative research approach. Data was collected with observation, documentation, focus group discussion techniques. Respondents were selected by purposive random sampling technique. Data collected in analysis with qualitative data analysis techniques. The study produced data on strengths, opportunities, aspirations and results. The desired result of stakeholders is the achievement of the improvement of public services of the Buleleng District Transportation Office with a target value of IKM 100. To achieve the maximum target, the strategy to achieve it include: (1) revitalization of facilities and infrastructure in the field of transportation; (2) make comprehensive planning in order to improve connectivity between regions in Buleleng Regency; (3) increase supervision and control of land, river and lake transportation, (4) the effectiveness and efficiency of managing activities whose budget is sourced from district budgets, provincial apbd and state budget; (5) improve maintenance and coordination in the management of terminals and parking, (6) synergy with stakeholders in order to improve community discipline in traffic; (7) improvement of HR capabilities in the field of transportation; (8) the development of openness of information systems through various social media and information; (9) conduct comprehensive monitoring and evaluation in order to improve PAD in the transportation sector; (10) Increase the service capacity of the Technical Implementation Unit of Motor Vehicle Testing; (10) Increase the service capacity of the Technical Implementation Unit of Motor Vehicle Testing; (11) The imposition of strict rewards and punishments against employees. The results of this study are useful for the local government of Buleleng Regency. The strategy that is prepared can be used as a reference in the preparation of the development roadmap of the Buleleng District Transportation Office.