

RINGKASAN

Pemerintah sebagai pelayan masyarakat (*public servant*) mempunyai kewajiban dan tanggung jawab untuk memberikan pelayanan yang berkualitas di semua kondisi termasuk saat pandemi Covid-19. Peningkatan kasus Covid-19 sangat berdampak pada pelaksanaan pelayanan masyarakat karena kebijakan di era kenormalan baru yang harus dipatuhi. Pengambilan strategi pelayanan publik yang tepat dan diimplementasikan dengan baik sangat diperlukan untuk meningkatkan kualitas pelayanan publik di era kenormalan baru. Faktanya di kantor Kecamatan Purwokerto Utara strategi pelayanan yang di era kenormalan baru belum diimplementasikan secara optimal.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis implementasi strategi peningkatan kualitas pelayanan publik pada era kenormalan baru di Kantor Kecamatan Purwokerto Utara Kabupaten Banyumas, dan faktor yang menjadi penentu dalam implementasi strategi tersebut. Penelitian ini adalah penelitian deskriptif kualitatif. Penelitian ini dilakukan di kantor Kecamatan Purwokerto Utara Kabupaten Banyumas. Sasaran utama penelitian adalah Camat dan pegawai kantor Kecamatan Purwokerto Utara, dan sasaran pendukungnya adalah masyarakat penerima layanan. Pengambilan informan dilakukan dengan teknik purposive sampling. Data yang digunakan adalah data primer dan data sekunder yang diperoleh melalui wawancara, observasi dan dokumentasi. Selanjutnya data hasil penelitian dianalisis menggunakan model analisis interaktif.

Hasil penelitian memperoleh kesimpulan bahwa strategi peningkatan kualitas pelayanan administrasi terpadu pada era kenormalan baru di kantor Kecamatan Purwokerto Utara Kabupaten Banyumas adalah melakukan pelayanan secara online dan offline, memunculkan inovasi berupa aplikasi pelayanan dan penerapan protokol kesehatan. Strategi tersebut dapat diimplementasikan sesuai prosedur dan berjalan dengan baik, walaupun belum optimal. Namun demikian sudah dapat meningkatkan kualitas pelayanan di kantor kecamatan Purwokerto Utara. Faktor pendukung implementasi strategi pelayanan adalah komitmen pegawai, kompetensi pegawai, dan sarana prasarana. Faktor penghambat adalah kurangnya pemahaman masyarakat tentang pelayanan online dan belum dapat menggunakan aplikasi online. Upaya yang sudah dilakukan adalah melakukan sosialisasi tentang pelayanan secara online.

Kata Kunci: Strategi pelayanan, Peningkatan kualitas pelayanan, Era kenormalan baru

SUMMARY

Government as a public servant has obligation and responsibility to provide quality service in all conditions, including during the covid-19 pandemic. The increase of covid-19 cases very impacted to public service implementation because there was policy in the new normal era that must to obey. Gave a corrext and good public service strategy implementation was necesarry to improve public service quality in new normal era. The fact the service strategy in North Purwokerto District office not implemented optimal yet.

Purpose of this research was been descripted and analyzed service strategy implementation to improve public service quality in new normal era at North Purwokerto District office Banyumas Regency, and determine factor of service strategy implementation. This research was qualitative descriptive research. This research take place at North Purwokerto District office. The main target of this research were head office and staff of North Purwokerto District office, and the supporting target was community as service customer. The informants were taking by purposive sampling technique. Data using were primary and secondary which been collected by interview, observation and documentary. Then data from research been analyzed by interactif analysis models.

Result of this research give conclusions that service quality strategy of integrated administrative services at new normal era in North Purwokerto District office, Banyumas Regency was done by online and offline services, the strategy been support by innovations service aplication form and healthy protocol implementation. Those strategies can be implemented according the procedure and runs good, althought not optimal yet. However that strategy be able to improving the service quality in North Purwokerto District office. The determine factors which support in service strategy implementation were employee commitment, employee competence and infrastructure. The inhibit factor were public understanding lack about online service and couldn't use online applications. The efforts done by disseminate information about online services.

Key Words: Service strategy, Service quality improve, New normal era