# RINGKASAN

Kementerian ATR/BPN berupaya melakukan inovasi dengan diadakannya Pelayanan Loket Prioritas dan Pelataran. Laporan jumlah pemohon layanan loket prioritas di Kantor Pertanahan Kabupaten Banyumas tidak valid dikarenakan pencatatan tidak dilakukan dengan benar. Petugas loket prioritas merasa kurang terhadap fasilitas yang dapat menunjang pelayanan loket prioritas. Peneliti ingin mengetahui manajemen pelayanan loket prioritas di Kantor Pertanahan Kabupaten Banyumas. Penelitian dilakukan dengan metode penelitian kualitatif deskriptif. Teknik pemilihan informan menggunakan teknik *snowball sampling* dengan data berasal dari sumber data primer melalui wawancara dan observasi dan sumber data primer melalui dokumentasi. Metode analisis data menggunakan metode analisis data kualitatif secara interaktif dengan uji validitas berupa teknik triangulasi sumber dan teknik uji reliabilitas antar penilai. Peneliti menggunakan teori fungsi manajemen dari George R. Terry (2005) sebagai aspek penelitian yaitu *planning* (perencanaan)*, organizing* (pengorganisasian)*, actuating* (pelaksanaan)*,* dan *controlling* (pengawasan). Hasil penelitian menunjukkan manajemen pelayanan loket prioritas di Kantor Pertanahan Kabupaten Banyumas sudah baik apabila ditinjau berdasarkan fungsi *planning* dan *actuating*, tetapi masih kurang baik apabila ditinjau berdasarkan fungsi *organizing* dan *controlling*. Dapat disimpulkan bahwa Kantor Pertanahan Kabupaten Banyumas harus memperbaiki manajemen pelayanan loket prioritas sehingga pelayanan dapat dilaksanakan dengan optimal.

Kata Kunci: Pelayanan Publik, Manajemen Pelayanan Publik, Pertanahan, Pelayanan Loket Prioritas
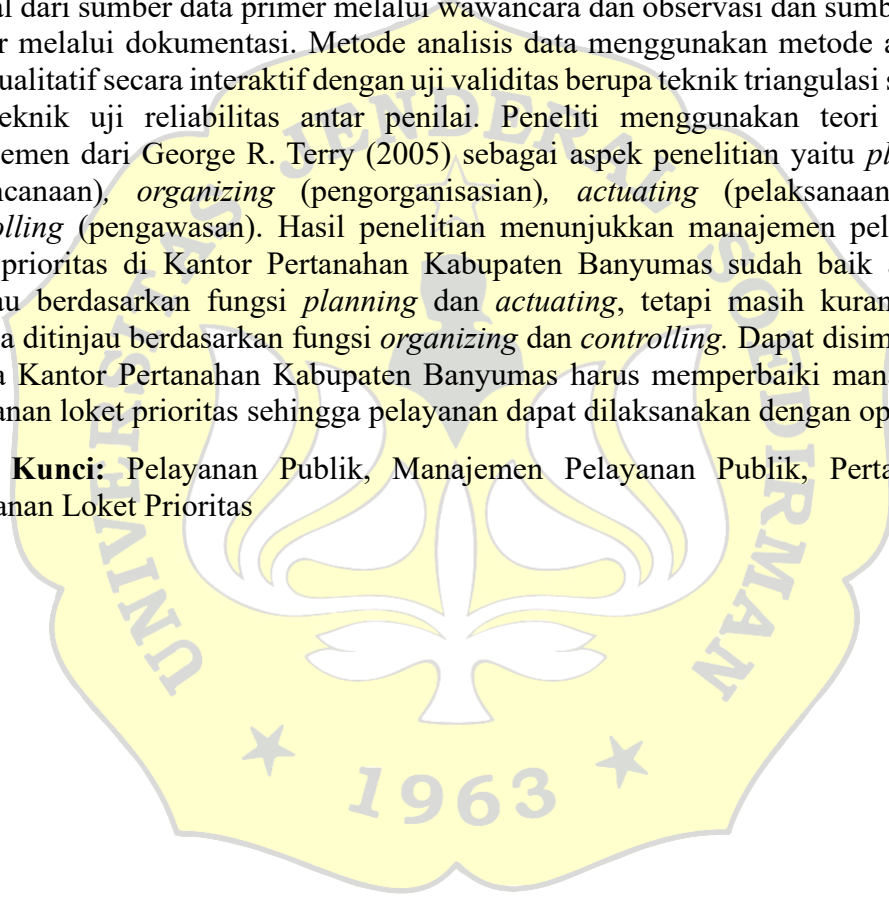
SUMMARY

The Ministry of ATR / BPN seeks to innovate by holding Priority Counter and Pelataran Services. The report on the number of applicants for priority counter services at the Banyumas Regency Land Office is invalid because the recording is not done properly. Priority counter officers feel a lack of facilities that can support priority counter services. Researchers want to know the management of priority counter services at the Banyumas Regency Land Office. The research was conducted using descriptive qualitative research methods. The informant selection technique uses snowball sampling technique with data coming from primary data sources through interviews and observations and primary data sources through documentation. The data analysis method uses an interactive qualitative data analysis method with validity testing in the form of source triangulation techniques and inter-rater reliability testing techniques. Researchers use the theory of management functions from George R. Terry (2005) as aspects of research, namely planning, organizing, actuating, and controlling. The results showed that the management of priority counter services at the Banyumas Regency Land Office was good when viewed based on the planning and actuating functions, but still not good when viewed based on the organizing and controlling functions. It can be concluded that the Banyumas Regency Land Office must improve the management of priority counter services so that the priority counters can be more efficient.

Keywords: Public Service, Public Service Management, Land, Priority Counter Service