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Title : Creating Public Services Information E-Booklet at PT KAI DAOP 8 Surabaya
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SUMMARY

This job training report is entitled, “Creating Public Services Information E-booklet at PT KAI DAOP 8 Surabaya”. This job training was carried out on September 01, 2024 to December 01, 2024. The purpose of this job training report was to explain the implementation of job training at PT. KAI DAOP 8 Surabaya, to describe the making of public service information e-booklet at PT. KAI DAOP 8 Surabaya, and to explain the obstacles and solution in delivering and understanding public service information to potential passengers.

During the implementation of this job training, there were methods used for the process of creating the e-booklet, namely observation, interview, and documentation. Observation was conducted from the first week to the second week of the field practice, by observing the working methods of the service department when interacting with customers. Interviews were carried out with the Customer Care Subsection Head, customer service employees, and face recognition employees regarding the services at PT KAI DAOP 8 Surabaya. Documentation was done by taking notes from the interview and taking pictures for the e-booklet content.

There were several obstacles in the process of making the e-booklet, such as determining the concept to make it look attractive and deciding the content so that the content in the e-booklet was structured and informative. Therefore, colors that were not too striking were chosen, added visual elements to make the appearance more appealing, created an outline, and used easy-to-understand language so that the message conveyed was not confusing to the readers.

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RINGKASAN

Judul dari laporan praktik kerja ini adalah, “Creating Public Services Information E-Booklet at PT KAI DAOP 8 Surabaya”. Praktik kerja ini telah dilaksanakan pada 01 September 2024 hingga 01 Desember 2024. Tujuan dari laporan praktik kerja ini adalah untuk menjelaskan pelaksanaan pelatihan kerja di PT. KAI DAOP 8 Surabaya, menggambarkan proses pembuatan e-buku informasi layanan publik di PT. KAI DAOP 8 Surabaya, serta menjelaskan hambatan dan solusi dalam penyampaian dan pemahaman informasi layanan publik kepada calon penumpang.

Dalam pelaksanaan praktik kerja ini terdapat tiga metode untuk proses pembuatan e-booklet, yaitu observasi, interview, dan dokumentasi. Observasi dilakukan pada minggu pertama hingga minggu kedua praktik lapangan, dengan mengamati cara kerja bagian pelayanan saat berinteraksi dengan pelanggan. Wawancara dilakukan dengan Kasubur Customer Care, pegawai customer service, dan pegawai face recognition terkait pelayanan yang ada di PT KAI DAOP 8 Surabaya. Dokumentasi dilakukan dengan mencatat wawancara dan pengambilan gambar untuk konten e-booklet.

Terdapat beberapa kendala pada proses pembuatan e-booklet, seperti menentukan konsep agar terlihat menarik dan menentukan isi konten agar konten dalam e-booklet terstruktur dan informatif. Oleh karena itu, warna-warna yang tidak terlalu mencolok dipilih, menambahkan elemen visual agar tampilan terlihat menarik, membuat outline, dan menggunakan bahasa yang mudah dipahami agar pesan yang disampaikan tidak membingungkan pembaca.