

## ABSTRAK

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Judul	:	Strategi <i>Public Relations</i> Dinas Sosial Pemberdayaan Masyarakat dan Desa Jepara Melalui Pelayanan Publik
Jumlah Halaman	:	82 Halaman
Kata Kunci	:	Strategi <i>Public Relations</i> , Dinas Sosial Pemberdayaan Masyarakat dan Desa, Pelayanan Publik
Daftar Pustaka	:	14 Buku

Penelitian ini mempunyai tujuan untuk mengetahui Strategi *public relations* dinas sosial pemberdayaan masyarakat dan desa jepara melalui pelayanan publik dan hambatan-hambatan dari pelaksanaan peran *public relations* dinas sosial pemberdayaan masyarakat dan desa jepara.

Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Subjek penelitian dalam penelitian ini yaitu Kepala Dinas Sosial, Pemberdayaan Masyarakat dan Desa dan Kepala Seksi Penguatan Kapasitas Lembaga Masyarakat dan Desa. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Teknik keabsahan data ditentukan menggunakan teknik triangulasi sumber dan metode.

Hasil penelitian menunjukkan bahwa Strategi *Public Relations*, Dinas Sosial Pemberdayaan Masyarakat dan Desa Jepara melalui Pelayanan Publik sebagai berikut peran *Public Relations* sebagai Pembina hubungan dan penghubung komunikasi antara organisasi dengan masyarakat yaitu dengan penyampaian informasi kebijakan dan kegiatan Pemerintah Kota Jepara, serta Strategi *Public Relations* sebagai pendukung fungsi manajemen organisasi yaitu *Public Relations* menjalankan kegiatan melakukan proses penemuan fakta (*fact finding*), proses komunikasi (*communicating*), pembangun dan pencipta citra positif organisasi dengan memberikan pelayanan secara terbuka kepada masyarakat.

Dengan demikian dapat disimpulkan bahwa Strategi *Public Relations* di Dinas sosial pemberdayaan masyarakat dan desa jepara melalui pelayanan publik sebagai Pembina hubungan dan penghubung komunikasi antara organisasi dengan masyarakat yaitu dengan penyampaian informasi kebijakan dan kegiatan Pemerintah Kota Jepara, serta Strategi *Public Relations* sebagai pendukung fungsi manajemen organisasi yaitu *Public Relations* menjalankan kegiatan melakukan proses penemuan fakta (*fact finding*), proses komunikasi (*communicating*), pembangun dan pencipta citra positif organisasi dengan memberikan pelayanan secara terbuka kepada masyarakat.

## **ABSTRACT**

Name / N.I.M	: Risma Irhania Afta / 2013-52-182
Title	: Public Relations Role of the Social Service of Community Empowerment and Jepara Village through Public Services
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This study aims to determine the role of social service public relations empowerment of the community and the village of Jepara through public services and the obstacles of the implementation of the role of social service public relations empowerment of the community and the village of Jepara. This research is a descriptive study with a qualitative approach.

The research subjects in this study were the Head of the Social Service, Community and Village Empowerment and the Head of the Capacity Building Section for Community and Village Institutions. The technique of collecting data uses observation, interviews, and documentation. The validity technique of the data is determined using source and method triangulation techniques.

The results showed that the Role of Public Relations, the Social Service of Community Empowerment and the Village of Jepara through Public Services as follows the role of Public Relations as a coach of relations and communication links between organizations and communities namely by delivering information on policies and activities of Jepara City Government, and the role of Public Relations as supporters Organizational management functions namely Public Relations carry out activities to carry out the fact finding process, the process of communication (communicating), the builder and the creator of a positive image of the organization by providing services openly to the public.

Thus it can be concluded that the Role of Public Relations in the social service of community empowerment and the village of Jepara through public service as a relationship coach and communication link between organizations and communities, namely by delivering information on policies and activities of Jepara City Government, as well as the role of Public Relations as supporting organizational management functions namely Public Relations carry out activities to carry out the fact finding process, the process of communication (communicating), the builder and the creator of a positive image of the organization by providing services openly to the public.