

PERAN HUMAS PDAM TOYA WENING KOTA SURAKARTA DALAM MENANGANI KELUHAN PELANGGAN

Talita Dewi Rachmala¹, Sofia Ningsih Rahayu Putri², Rahmat Wisudawanto²
^{1,2} Universitas Sahid Surakarta

ABSTRAK

Keluhan pelanggan merupakan salah satu bentuk dari tanggung jawab sosial produsen terhadap para pelanggannya. Humas berperan sebagai penunjang operasional hubungan internal dan eksternal perusahaan. Praktisi humas di PDAM Toya Wening Kota Surakarta berperan menerima pengaduan pelanggan melalui telepon maupun media sosial (Instagram, Twitter, Facebook, WhatsApp, Telegram). Penelitian ini bertujuan untuk mengetahui bagaimana peran humas dalam menangani keluhan pelanggan, mengetahui hambatan yang dialami humas dalam menjalankan perannya dan upaya PDAM Toya Wening Kota Surakarta dalam meningkatkan pelayanan pelanggan.

Penelitian ini merupakan penelitian deskriptif kualitatif. Pengumpulan data menggunakan metode wawancara dan dokumentasi. Teknik pengambilan informan menggunakan *snowball sampling*. Data yang diperoleh dianalisis secara deskriptif dengan cara reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan peran humas dalam menangani keluhan pelanggan sudah berjalan dengan baik, peran humas meliputi peran *communicator, relationship, back up management, good image maker*. Hambatan yang dihadapi humas dalam menangani keluhan pelanggan adalah komunikasi kurang lancar, keterbatasan personel di lapangan. Upaya yang dilakukan PDAM Toya Wening Kota Surakarta dalam meningkatkan pelayanan pelanggan adalah dengan diadakan evaluasi setiap bulan, praktisi humas diberikan pelatihan dan mengadakan studi banding.

Kata kunci : Peran, Humas, PDAM Toya Wening, Keluhan Pelanggan

THE ROLE OF PUBLIC RELATIONS OF PDAM TOYA WENING SURAKARTA IN HANDLING CUSTOMER COMPLAINTS

Talita Dewi Rachmala¹, Sofia Ningsih Rahayu Putri², Rahmat Wisudawanto²
^{1,2} Sahid Surakarta University

ABSTRACT

Customer complaints are a producer's social responsibility towards their customers. Public Relations plays a role as operational support for the company's internal and external relations. Public relations practitioners at PDAM Toya Wening Surakarta have a role in receiving customer complaints via telephone and social media (Instagram, Twitter, Facebook, WhatsApp, Telegram). This study aims to determine how the role of public relations in handling customer complaints, knowing the problems experienced by public relations, and the efforts of PDAM Toya Wening Surakarta in improving customer service.

This research is a qualitative descriptive study. The collecting data method used interviews and documentation. The sampling technique of the informant used snowball sampling. The data were analyzed descriptively by data reduction, data presentation, and drawing conclusions.

The results show that the role of public relations in handling customer complaints has been going well. The role of public relations includes the role of communicator, relationship, backup management, good image-maker. Problems encountered by public relations in dealing with customer complaints are poor communication and limited personnel. PDAM Toya Wening Surakarta efforts to improve customer service are by holding monthly evaluations, training for public relations practitioners, and comparative studies.

Keywords: Role, Public Relations, PDAM Toya Wening, Customer Complaints

