

ABSTRAK

Bakiriyanto, 2023 Implementasi Pelayanan Prima Tenaga Administrasi Sekolah di SMP Negeri 15 Mataram

Penelitian ini bertujuan untuk menggambarkan peranan, strategi dan kendala pelaksanaan pelayanan prima Tenaga Administrasi Sekolah di SMP Negeri 15 Mataram. Metode yang digunakan dalam penelitian ini adalah kualitatif, dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui angket/kuesioner terbuka dan tertutup, wawancara, dan dokumentasi. Analisis data dilakukan dengan menjawab rumusan masalah dan pertanyaan penelitian. Kesimpulan yang didapat dideskripsikan menggunakan kalimat dalam bentuk kualitatif. Hasil penelitian menunjukkan bahwa : 1) Peran pelayanan prima tenaga administrasi sekolah di SMP Negeri 15 Mataram, yaitu: a) mendekatkan hubungan sekolah dengan masyarakat, b) meningkatkan kepercayaan masyarakat dalam mendapatkan layanan pendidikan, c) meningkatkan kepercayaan diri dan profesionalisme tenaga administrasi sekolah. 2). Strategi pelayanan prima tenaga administrasi sekolah adalah dengan menerapkan konsep layanan prima 6A (Attitide, Attention, Action, Ability, Appearance dan Accountability). 3) Kendala pelaksanaan pelayanan prima Tenaga Administrasi Sekolah di SMP Negeri 15 Mataram, yaitu: a) 1. Keterbatasan tenaga pelaksana yang disebabkan adanya kegiatan kurikuler lain yang bersamaan, b) Petugas belum memanfaatkan teknologi secara penuh, dikarenakan kesadaran pengembangan diri yang belum maksimal, c).Adanya tugas-tugas tambahan dari guru atau kepala sekolah yang mengakibatkan layanan administrasi digantikan oleh petugas lain.

Kata kunci: Pelayanan Prima, Tenaga Adminitrasi Sekolah

ABSTRACT

Bakiriyanto, 2023 Implementation of Excellent Service for School Administration Staff at State Junior High School 15 Mataram

This study aims to describe the roles, strategies and constraints of implementing excellent service for School Administrative Staff at SMP Negeri 15 Mataram. The method used in this research is qualitative, with a descriptive approach. Data collection was carried out through questionnaires/open and closed questionnaires, interviews, and documentation. Data analysis was carried out by answering the problem formulation and research questions. The conclusions obtained are described using sentences in qualitative form. The results of the study show that: 1) The role of excellent service for school administration staff at SMP Negeri 15 Mataram, namely: a) bringing the school closer to the community, b) increasing public confidence in obtaining educational services, c) increasing the confidence and professionalism of school administration staff. 2). The strategy for excellent service for school administration staff is to apply the concept of excellent service 6A (Attitude, Attention, Action, Ability, Appearance and Accountability). 3) Obstacles in implementing excellent service for School Administration Staff at SMP Negeri 15 Mataram, namely: a) 1. Limitations implementing staff due to other concurrent curricular activities, b) Officers have not fully utilized technology, due to self-development awareness that is not optimal, c). There are additional tasks from teachers or principals which result in administrative services being replaced by other officers.

Keywords : Excellent Service, Administrative Personnel.