

The Communication Strategies of Public Relations in the Class I Immigration Office Special for Immigrations Checkpoints (TPI Medan in Managing Public Complaint

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Abstract

The title of this study is the communication strategies of public Relations in Class I Immigration Office Special for TPI Medan in complaint management. The objectives of this study are first, to analyze the communication strategies of immigration information and communication division in complain management; third to analyze the effort expended in overcoming the challenges in the complaint management. The study carried out in TPI Medan Class I Immigration Office employs and interpretive descriptive qualitative method with three informants from Immigration Public Relations and four additional triangulations informants. The findings show the communication strategies of Immigration Public Relations implement a complaint counter facility and social media to communicate with the public regarding complaint management. The obstacles in complaint management encountered by the Public Relations include a lack of coordinations among divisions and the public's minimum knowledge about the immigrations rule. Therefore, Immigration Public Relations is trying to overcome the obstacles by holding monthly evaluation meetings and disseminating immigration rules through infographics on social media.

Keywords

communication strategies;
public relation; immigration
office of medan; public
complaints



I. Introduction

Communication is an important factor for achieving the goals of an organization, a leader regularly communicates with his subordinates to convey various information related to the company's activities to its members. A leader is required to be able to communicate better to his subordinates so that the information conveyed is clearer. Good communication created will affect the performance of its members, therefore in organizational communication a good communication strategy is needed so that the information conveyed can run well.

Communication strategy is an overall approach related to planning, implementation and evaluation activities in a communication activity within a certain period of time, so that what has been planned can run according to the targets or objectives that have been planned by the organization or agency. Planning a communication strategy that is carried out can be estimated that it is not as easy as imagined, there are many things that must be done in a planned manner and there are also many obstacles that are experienced.

Public services that provide legal safety guarantees to the community, especially immigration services, one of which is handling public complaints. The Directorate General of Immigration improves public services in line with the increasing flow of globalization, encourages the increase in the flow of traffic of people and goods between countries, makes boundaries between countries thinner for the sake of human interests, both for

economic, socio-cultural, tourism, security and so on. This phenomenon has become the concern of several countries in the world to regulate traffic in and out of people within their sovereign territory as well as visiting or temporarily staying.

The Directorate General of Immigration as a public organization that has a technical implementing unit in carrying out its immigration function that carries out the task of serving the community, especially in regulating the traffic of people entering and leaving both for visits and temporary stays, must prioritize the public interest, simplify public affairs and shorten time. the process of implementing public affairs and providing satisfaction to the public.

Public services according to Law no. 25 of 2009 concerning public services, it is explained that activities in the context of meeting service needs are in accordance with statutory regulations for every citizen and resident of goods, services and administrative services provided by public service providers. It can be seen that this legal basis is the basis for government agencies in providing guarantees of higher quality services to the community. In fact, most of the quality of services provided by government agencies has not met expectations. One of the facts that occurred in Indonesia related to the current condition of public services is the old passport making service.

In principle, the public complaint service is sought to make it easier for the public to submit their complaints, among others by providing hotline, facsimile and website services as a means of facilitating public complaints. The researcher took the location of the Class I Immigration Office (Kanim) specifically for TPI Medan because it is one of the best Immigration Implementing Units throughout Indonesia in handling public complaints which in 2019 with a monthly average of above 90 and received the predicate of Corruption Free Area (WBK) and WBBM (Free Service Bureaucracy Area) from the Ministry of Empowerment and State Apparatus and is the % rated with very good predicate.

The wide working area makes the Medan Immigration Office have the most passports in the North Sumatra Regional Office because of the wide working area where the working area can be seen in the Decree of the Minister of Law and Human Rights number: M.HH-03.OT.01.03 Year 2018 dated March 19, 2018 concerning Changes in Work Areas which have a working area of 2 Cities and 4 Regencies covering: (1) Part of Medan City which includes Medan Kota District, Medan Area, Medan Sunggal, Medan Denai, Medan Tembung, East Medan, Medan Perjuangan, Medan West, Medan Petisah, (2) Binjai City, 3) Deli Serdang Regency (4) Langkat Regency (5) Karo Regency, and (6) Parts of Serdang Bedagai Regency include Pantai Cermin District, Perbaungan, Mengkudu Bay, Firdaus, Sei Rampah, Matapao, Banyan, Pengjahan.

Public Relations of the Medan Immigration Office handling public complaints are given authority to the field of information technology and immigration communication facilities in the Regulation of the Minister of Law and Human Rights of the Republic of Indonesia Number 19 of 2018 concerning the organization and work procedures of the immigration office which states in article 15, namely the field of immigration information and communication technology. has the task of carrying out the use, maintenance, and security of immigration information and communication technology systems. the field of immigration technology and information consists of: (a). immigration information technology section; (b). immigration information and communication section.

Menkumham regulations number 19 of 2018 concerning organization and work procedures, the information and communication section takes a role in public relations activities, one of which is handling public complaints. The Medan Immigration Office seeks to maximize its immigration services for both Indonesian citizens (WNI) or foreign

nationals (WNA), but in some cases there are still problems because basically what is sold is services. The indicators of this service can also be seen in terms of service, innovating and improving all fields. Good service if the satisfaction of applicants for immigration services can be minimized, complaints can be seen from the beginning when they come to request immigration services at the Immigration Office until they complete the immigration application properly.

II. Review of Literature

2.1 Communication

Suranto (2005:16) communication is a process of sending symbols - symbols that contain the meaning of a communicator to the communicant with a specific purpose or purpose. Communication is the process of delivering messages or ideas either directly or indirectly. The impact of the message can change a person's attitude so that it is in line with what the communicator expects.

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

Communication can not be separated from the activities of public relations (Public Relations) because public relations (public relations) requires communication in carrying out its activities. Public relations is a two-way communication activity between the institution or organization it represents and the community or vice versa. Mukarom and Muhibuddin Wijaya Laksana (2015; 75) use a lot of communication theory as the foundation of public relations, there is even no communication theory that is not needed by public relations.

Public Relations is a part of communication activities with the characteristic of two-way communication between the institution or organization it represents and its audience or vice versa. Public Relations analyzes public opinion or opinions that develop in the midst of the audience by carrying out these communication activities and knowing whether it has a positive impact or vice versa on the organization or agency.

2.2 Communication Organizational

Communication Organizational communication is between the science of communication with the organization lies in its review which focuses on the humans involved in achieving the goals of the organization. Robbins in Alo Liliweri (2011:11) says, 'organization is a form of systematic cooperation between several people in meeting the goals that have been set. The collaboration referred to above is because it forms a fabric, relationship, relationship, and communication between a number of people who have the same or different tasks and functions and then form a system to fulfill mutually agreed goals.

In a group or organization, communication has four main functions, namely:

- a. Control,
- b. Motivation
- c. Emotional expression
- d. Information

2.3 Strategy Communication

Communication Strategy according to Liliweri (2011:240). is a combination of communication planning and communication management to achieve the goals that have been set. To achieve this goal, the company needs a communication plan that can show how its activities should be carried out in practice. As a result, communication strategies are always associated with: (1) who I talk to; (2) what am I talking about; (3) what message should be sent to someone; (4) how do I convey a message to someone; and (5) how to assess the impact of the message.

Speaking of the nature of communication strategies, there are many types of communication planning. The study of organizational communication is known as communication planning. The communication strategy can be described as follows: (1) is an important part of the communication plan; (2) requires the participation of communicator figures; (3) requires clear communication rules; (4) can be used as an effective way to communicate in various situations; (5) the benefits of implementation in organizational studies; and (6) can be used as a benchmark to see how far the effectiveness of the communication plan that has been carried out (Suryadi, 2018:10).

Communication strategies can also be started with several procedures, namely (Liliweri, 2011: 250-251):

a. Determine the company's vision and mission

The communication strategy of the company or individual must be tailored to their vision and goals. Because the purpose of the communication strategy is that the message given to the target is considered effective in accordance with the vision and mission, the message to be conveyed should not deviate from the vision and mission.

b. List programs and activities

A communication strategy will be incorporated into the programs and activities that will be used to convey the message. The vision and mission are realized through programs and activities.

c. Set goals and results

Every program and activity must have goals and results to be obtained. This can help communicators to see the success of the communication strategies used.

d. Choose your audience.

Because each audience has a unique character or background, the message that will be used must be adapted to the audience so that it can be accepted and understood by the audience.

e. Developing the message

A given message must meet the following criteria: it must have content that is acceptable, clear, convincing, and reflects the value of the audience, and it must have a real impact on the audience.

f. Identification of the messenger (communicator view)

Criteria for communicators are very important in determining whether or not the communicator has scientific credibility with the material given.

g. Communication/media mechanisms

The use of media can also be a successful communication strategy because it can facilitate the delivery or exchange of messages to be conveyed.

h. Scan context and competition

The criteria calculate the risks and context that will affect the success of the communication strategy.

The steps for implementing a communication strategy that can be used as guidelines are: (1) needs analysis; (2) design; (3) development; (4) implementation; and (5) evaluation (Suryadi, 2018:99-106). An indirect communication plan is a series of strategic initiatives made by the company to ensure that all the communications operations of the company achieve the desired results. The credibility of the communicator determines the nature of the communication plan, although it usually starts with the strategic thinking of the communicator or organization (Suryadi, 2018:10-11)..

2.4 Public Relations

Public Relations is a management function that builds and maintains positive and beneficial relationships between organizations and the general public, which have an impact on the success or failure of the organization (Scott M.Cutlip:2016:6).

The general understanding of public relations according to Zulkarnain Nasution (2006:14) in educational institutions can be interpreted as a typical management function between organizations and their publics, or in other words between educational institutions and the internal public (lecturers/teachers, employees and students/students) and the public. external (student parents/student parents, community and outside institutions)". In Rosady's book, Ruslan states that Public Relations is divided into 2 tasks and functions, namely: (1) Public Relations in Government Agencies (non-profit), (2) Public Relations, namely non-government institutions.

The function of public relations or public relations according to international public relations experts, Cutlip & Center, and Canfield (1982) in Rosady Ruslan (2006: 19) is as follows:

- a. Assisting the main actions of management in achieving common goals (functions related to the institution/management). organization
- b. Promote a positive relationship between the institution/organization and its target audience.
- c. Identify everything related to perceptions, responses, and public opinion towards the agency/organization it represents, or vice versa.
- d. To achieve common goals and benefits, serve the public's wishes and provide advice to management leadership.
- e. Establishment of two-way reciprocal communication and controlling the flow of information, publications, and messages from the agency/organization to the public, or vice versa, in order to achieve the goals of the agency/organization.

2.5 Public Complaints

Handling of complaints according to the Directives of the Director General of Immigration Number IMI-1347.UM.01.10 of 2011 is a series of processes or handling steps in the form of monitoring, observation, confirmation, classification and/or examination to reveal the truth of the things that are complained of. According to Gorton (2005:6) explains that, there are 7 principles in handling complaints that can be used as the core of the service component and can be understood by every level of the organization. These principles are:

- a. Quality Improvement Quality improvement Complaint processing is an important aspect of the quality improvement process. Quality improvement is a systematic approach to providing sustainable services by assessing the services offered.
- b. Open disclosure The steps taken to manage events and avoid mistakes are the same by using these elements: a statement of guilt, a factual explanation of what happened, and possible punishment.

- c. Commitment All company members must be committed to efficiently combining complaint management and the desire to meet the needs of the service process.
- d. Accessibility Organizations encourage the public and employees to provide reciprocity in terms of services and make services easier for each other.
- e. Responsiveness . The organization must be fast and oriented to the community, as the party entitled to receive services. Organizations must also be willing to accept complaints and take them seriously.
- f. Transparency & Accountability Complaint handling must be well explained, open and accountable to employees and the public.
- g. Privacy & Confidentiality Services in handling complaints prioritize the private and confidential nature of the community and information received during the complaint process, when making decisions must be open and responsible.

III. Research Method

This research uses a qualitative methodology, including data collection through interviews and participant observation , as well as inductive data analysis. Because the stages of qualitative research go beyond the various stages of critical-scientific thinking, where a researcher thinks inductively, namely capturing various facts or phenomena, the research process is not as simple as quantitative research. Subjects The subjects of this research are state civil servants in the field of information technology and immigration communication facilities. In this study, the selected informants are informants who master the subject matter, have data, and understand the topic of the research problem. The main informant criteria in this study are as follows:

- a. Public Relations Officer from the Medan Immigration Office.
- b. Minimum 5 years of working experience in Public Relations.

In addition, triangulators were also determined in this study, namely from people who had and are currently making complaints with Public Relations at the Medan Immigration Office.

IV. Results and Discussion

4.1 Communication Strategy Planning in Information and Immigration Communication Means in Handling Public Complaints

Communication Strategy is a combination of communication planning and communication management to achieve the desired goals in an organization or company. To achieve this goal, it is necessary to have a communication strategy that is able to show how the operations of an organization or company should practically be carried out. Communication strategy is always associated with; (1) who am I talking to; (2) what am I talking about; (3) what message should be conveyed to someone; (4) the way in which I convey a message to someone; and (5) how to measure the impact of the message (Liliweri, 2011:240). Organizations or government agencies need to have a good communication strategy to support a program that will be carried out. It is intended that all actions and programs carried out can run successfully and achieve their goals.

The results of the research findings that have previously been explained by the Medan Immigration Office Public Relations apply several communication strategies to handle complaints submitted by the public. First, the Public Relations of the Medan Immigration Office provides media for complaints services with two methods, namely direct and indirect. The direct method is to make Customer Care , which is a special

counter provided for people who want to submit complaints to the Medan Immigration Office regarding immigration service problems. The indirect method uses social media tools such as Instagram, Twitter and Facebook.

The use of social media facilities is shown as a form of openness and easy access for people who want to submit complaints without having to come to the Medan Immigration Office. Second, the Public Relations of the Medan Immigration Office provides certainty to the public in handling complaints submitted by immediately responding to incoming complaints and immediately resolving them. The speed of responding to complaints submitted by the community is a form of professionalism and public service responsibility. Third, the Public Relations of the Medan Immigration Office involves all fields in the complaint resolution process.

The results of the above study indicate that this is in line with what Effendy (2008:39) meant in carrying out a communication strategy, there are four objectives in the communication strategy as follows: (1) To Secure Understanding namely to ensure that there is an understanding in communication; (2) To Establish Acceptance, namely how the acceptance continues to be fostered properly; (3) To Motivate Action , namely activation to motivate him and; (4) To Goals Which Communicator Sought To Achieve , namely how to achieve the goals to be achieved by the communicator from the communication process.

In this study also found results that are in line with previous research conducted by Ikhsanuddin Muchlis in 2016. The research is entitled Public Relations Strategy of the State Civil Service Agency in Improving Image Through Information Dissemination in Internal Print Media. The results show that good strategy and planning in a company will have a good effect on the company, where this influence can have a good impact on the company, especially in improving the company's image. The strategy is also the company in compiling a strategic plan that outlines the strategies and actions to be taken in a certain time for the future. Each change each other's crochet hook, so it can be considered far testimony to be very limited.

4.2 Obstacles Faced in the Information and Communication Facilities of Immigration in Handling Public Complaints

Public relations in an organization and company will also face obstacles in the community. The obstacles faced include various forms, both in terms of lack of communication which results in misunderstandings or lack of public knowledge in the procedure for complaints according to the instructions. This is based on the difficulty of unifying or equating communication with various groups and cultures that we meet when we are in the community service section.

The results of the study found that the obstacles faced by the Public Relations of the Medan Immigration Office were divided into two categories, namely internal constraints and external constraints. Internal constraints are obstacles that arise from within the Medan Immigration Office, namely the lack of coordination with other fields during the complaint handling process. Public complaints arise from immigration services provided by other fields, therefore it is certain that most of the complaints are directed at fields outside of public relations.

Robbins in Liliweri (2004:11) says, the organization is a form of systematic cooperation between a number of people to meet the goals that have been set. It is called cooperation because it forms relationships, relationships, and communication between a number of people who have the same or different tasks and functions and then form a system to fulfill mutually agreed goals. The results found are in line with organizational

theory which says that good cooperation is needed to be able to meet the goals of a company so that it goes according to the plan of the company.

The next result is that there are external obstacles, namely the lack of public knowledge regarding immigration rules. Several complaints were found to be caused by the lack of public literacy related to immigration rules, causing misunderstandings between immigration service officers and the community. This shows that there is a need for deeper supervision and direction from the immigration authorities to the community in order to understand and prevent misunderstandings with officers in the field when providing services.

The external constraints above are in line with those stated by John D. Millet in Rosady Ruslan (2001: 108) the role of public relations for public relations agencies or government institutions there are several things in carrying out its main duties or obligations, namely; 1) Observing and studying the desires, and aspirations contained in the community; 2) Activities to provide advice or provide suggestions in response to what should be done by government agencies or institutions as desired by the public; 3) The ability to seek to create a satisfactory relationship between the public and government officials; 4) Provide information and information about what has been attempted by an institution or government agency concerned. Therefore, the company needs to fulfill the functions and responsibilities of public relations in order to prevent the occurrence of things that cause problems.

The results obtained are also in line with the results of previous studies which said that internal coordination was needed in order to get the appropriate results planned and the provision of information by the company to the outside (external) community for the better. Previous research compiled by Ikhsanuddin and F. Winarni in 2017 entitled Public Relations Strategy of the Ombudsman Institute of the Special Region of Yogyakarta to Increase Public Participation in Supervising the Implementation of Public Services. The results showed that the implementation of the public relations at the Ombudsman Institute for the Special Region of Yogyakarta (DIY) to increase public participation in supervising the implementation of public services was carried out through several programs, namely social audit activities, publication activities, direct socialization, socialization through mass media, holding conferences. press, carry out public relations social responsibility, hold hearings, coordinate and integrate with external institutions, and encourage the formation of internal complaints. The obstacles in implementing this strategy are the lack of supporting resources, the internal condition of the institution which is less compact, and the support from the local government is still lacking.

This study also obtained the results of the communication model carried out by the immigration party to the community, this communication model was found during interviews with informants. The communication model is the model. Aristotle's model is the most classic communication model which is often also called a rhetorical model. The Greek philosopher Aristotle is a figure who studies communication, the essence of which is persuasion. He was instrumental in formulating the first verbal communication model. Communication occurs when a speaker conveys his speech to the audience in an effort to change their attitude. To be precise, he proposed three basic elements of the communication process, namely the speaker, the message, and the listener. The relevance of this model is when the immigration service applicant (complainant) comes directly to the complaint counter (Customer care) to make a complaint and is heard by the Immigration officer.

Aristotle in the formulation of this communication model has focused on rhetorical communication or commonly referred to as public communication (public speaking). Moreover, this rhetoric focuses on a persuasive nature. Not all communication is two-way, with a smooth flow and feedback occurring between the sender and receiver of the message. In a complex society, a lot of information is filtered.

4.3 Efforts made by the Information and Communication Facilities for Immigration in Overcoming Obstacles About Public Complaints

Based on the results of the research, it was found that the Public Relations of the Medan Immigration Office made several efforts to resolve communication problems, namely by carrying out evaluation meetings every month to strengthen synergy between fields and improve the quality of complaint handling. The implementation of socialization related to immigration rules using infographic media published through social media is intended to increase public knowledge regarding immigration rules.

In accordance with the instructions of the Director General of Immigration Number IMI-1347.UM.01.10 of 2011 where the handling of public complaints, hereinafter referred to as complaint handling, is a series of processes or handling steps in the form of monitoring, observation, confirmation, classification and examination to reveal the truth of the things that are complained of. The Immigration Public Relations of the city of Medan has handled complaints well, this is in line with the findings in the field which say that Public Relations employees will conduct a monthly review or monitoring of complaints that are reported to completion. The results of the interviews on data triangulation also showed that what was complained about and complained to the Immigration Public Relations Officer had been served well.

The results of this study are in line with previous research compiled by Irwansyah in 2017. This research is entitled Communication Strategy of Public Relations of the Directorate General of Taxes Through the Tax Amnesty Program (Tax Amnesty) Case Study of Public Relations of the Directorate General of Taxes. The results of the study found that the communication strategy of the Directorate General of Taxes was implemented by applying the stages and process criteria, starting from planning the communication targets of the tax amnesty policy, processing messages that were adjusted to the communication targets of the tax amnesty program, selecting communication media using print, online and offline media. outdoor media, and furthermore, optimizing the role and resources of Public Relations in the Directorate General of Taxes.

It can be seen from the results of previous research that a strategy is needed to carry out an existing goal in the company. Efforts are made to get the results as expected is by evaluating the performance of the company to its employees. The evaluation is carried out in order to be able to find out what has achieved the goals well and what has not worked as it should. This performance meeting can also help the company to find out the weaknesses in the process so that it can prevent bad things from happening again in the future. It is these efforts that are expected to be able to help immigration in order to overcome the obstacles that arise.

The findings are based on the following principles for resolving complaints: first, Quality Improvement is an integral aspect of the overall quality improvement strategy. Quality improvement is a constant process of evaluation and improvement in the service industry. If the results are not met during the monthly evaluation, the PR staff will check and continue to monitor until the problem is resolved. Second, full disclosure. Guilt statements, factual explanations of what happened, possible consequences, and efforts taken to organize events and prevent similar wrongdoing are all part of transparency.

Employees from Public Relations help the community to avoid mistakes that can occur when filling out complaints at the Immigration Public Relations of Medan.

Third, Commitment. All members of the organization have a strong desire to integrate complaint management well and offer the necessary needs in the service process. Immigration Public Relations is committed to fulfilling its obligations in providing services to people who file complaints in accordance with the law.

The fourth point is accessibility. Organizations encourage people and employees to reciprocate in terms of service and make each other's life simpler. Responses and directions were provided by Immigration Public Relations in response to public concerns. The fifth quality is the ability to react (responsiveness). The form of service in an organization must be oriented to the community, as the party entitled to receive services. Organizations must also be willing to accept complaints and take them seriously. Sixth, Transparency & Accountability The process for handling complaints must be well explained, open and accountable to employees and the public. Seventh, the service in handling complaints (Privacy & Confidentially) prioritizes its private and confidential nature from the community and information received during the complaint process, when making decisions must be open and responsible.

V. Conclusion

Based on the findings obtained in this study, the researchers can draw conclusions that:

1. There is a public relations communication strategy, namely by using the complaints counter and social media to communicate with the public regarding the handling of complaints.
2. Communication problems handling complaints faced by the public relations sector include a lack of communication which results in misunderstandings or lack of knowledge and public literacy in the procedures for public knowledge related to immigration rules.
3. Based on the obstacles faced by the public relations sector, they try to overcome them by carrying out evaluation meetings every month and socializing related to immigration rules using infographics through social media.

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