Organization Public Relationships of the Regional Office of the Ministry of Religious Affairs of Yogyakarta Special Region In Maintaining PTSP Service Quality



THESIS

By:

Fildasari

NPM: (20200710088)

INTERNATIONAL PROGRAM OF ISLAMIC COMMUNICATION FACULTY ISLAMIC STUDIES UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2024

Organization Public Relationships of the Regional Office of the Ministry of Religious Affairs of Yogyakarta Special Region In Maintaning PTSP Service Quality

THESIS

Submitted as a condition of conducting research for the preparation pf the thesis

In Departement of the Islamic Communication and Broadcasting

Faculty of Islamic Studies

Universitas Muhammadiyah Yogyakarta

By:

Fildasari

NPM: (20200710088)

INTERNATIONAL PROGRAM OF ISLAMIC COMMUNICATION FACULTY OF ISLAMIC STUDIES UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2024

OFFICIAL MEMORANDUM

Attachment : 4 copies. Thesis Yogyakarta, 30 December 2023

Subject : Approval

To Attention

Head of Departement Islamic Communication and Broadcasting

Faculty of Islamic Studies, Universitas Muhammadiyah Yogyakkarta

In Yogyakarta

Assalamu' alaikum wr. wb

After receiving and making necessary corrections, I am of the opinion that your thesis:

Name: Fildasari

NPM : 20200710088

Title: Organization Public Relationships of the Regional Office of the

Ministry of Religious Affairs of Yogyakarta Special Region In

Maintaining PTSP Service Quality

Has met the requirements to be submitted to the final examination of the Bachelor's degree at the Islamic Communication and Broadcasting Study Program, Faculty of Islamic Religion, Muhammadiyah University of Yogyakarta.

I hereby submit the manuscript of the thesis, with the hope that it can be accepted and immediately qualified. Thank you for your attention.

Advisor

Wasaalamu'alaikum wr. wb

Kholifatul Fauziah, S.Sos.I., M.A.

NIK. 1987102221802 113 074

AUTHENTICITY STATEMENT

	AUTHENTICITY STATEMENT
The undersigned:	
Student name NPM	: Fildasari : 20200710088
Departement	: Communication and Islamic Broadcasting
a degree in any univ works or opinions th	this thesis is my own work and has never been sumitted to obtain ersity, and to the best of my knowledge in this thesis there are no hat have been written or published by others, expect those that are scipt and mentioned in the bibliography. Yogyakarta, 08 January 2024
	Fildasari

MOTTO

"Life is once, but if you do it right once is enough"

DEDICATION PAGE

This thesis is dedicated to:

This thesis is decicated to Mr. Sirajuddin and Mrs. Hj. Hafifa who have become the author's source of hope to remain enthusiastic in living life. Thank you for all the love that you have given to the author.

To my younger brother, who always supports and encourages me to complete this thesis as a form of requirement for a bachelor's degree.

PREFACE



Alhamdulillahirabbil'alamin, our gratitude goes to the presence of Allah SWT who has bestowed His grace and guidance so that the author can complete the thesis research entitled Organization-Public Relationships of the Regional Office of the Ministry of Religion DIY in PTSP Service Quality.

Shalawat and greetings to the Prophet Muhammad SAW who has brought us from the dark ages to the bright lights. In the thesis research process, the author realizes that there are many parties who have supported and helped in the completion of this research report. On this occasion, the author would like to express his gratitude to:

- Prof Dr. Ir. Gunawan Budiyanto, M.P., IPM., ASEAN.Eng. as the Rector of Universitas Muhammadiyah Yogyakarta.
- 2. Dr. Syakir Jamaluddin, M.A., as the Dean of the Faculty of Islamic Studies, Universitas Muhammadiyah Yogyakarta.
- Ahmad Hermawan Lc., M.A. as the Head of the Islamic Communication and Broadcasting Study Program and Cahyo Setiadi Ramadhan, M.Psi., Psi as the Secretary of the Islamic Communication and Broadcasting Study Program.
- 4. Kholifatul Fauziah, M.A. as the thesis supervisior who very patiently guided, accompanied form the beginning of determining the title until the research and writing of this thesis was completed and as the academic supervisor.

- 5. All lecturers of the Islamic Broadcasting Communication study program and the faculty of Islamic Religion who have devoted their knowledge to the author.
- 6. My parents, Mr. Sirajuddin and Mrs. Hj. Hafifa, as well as my younger brother, Wahyu Rifaldi, and extended family who also prayed for the smooth running of this thesis and extraordinary support to the author so that he could complete this thesis.
- 7. The Regional Office of the Ministry of Religious Affairs of Yogyakarta, which has allowed the author to conduct research at the agency.
- 8. H. Muntolib S.Ag., M.SI as the Head of Administration of the Regional Office of the Ministry of Religious Affairs of Yogyakarta, who has been willing to be a resource person in this research.
- H. Bramma Aji Putra, S.Kom.I, Husni Tamrin, S.E, Ngasiah, S.E., MAB, Sri Nurul, S.E., M.M, Siti Munawaroh, A.Md, and Risnawati, S.Sos.I, who have been willing to be resource persons in this research.
- 10. The employees, especially in the general and protocol work units, PTSP, Personnel and law, Organization and Governance, and Information Data Public Relations and Religious Harmony who helped collect data in this research.
- 11. Merpati Giras Suherjanji, S.S.T. Ars, M.M. who has provided guidance and consultation in the selection of locations and research themes, besides that, she helped a lot in providing literature studies and always motivated the author.
- 12. Deasy AtikaTri Utami, ST and Hj. Umunawiyah, S.IP who always support and motivate the author in completing this research.

- 13. Boarding house friends who are always ready to help the author when in the process of completing this research.
- 14. My partner who always accompanies me, helps a lot of things from all aspects from beginning to end, supports and prays in the struggle to complete this research.
- 15. College colleagues who are ready to help, always accompany, support and pray for the struggle to complete this research.
- 16. And other friends of the author who cannot be mentioned one by one.

Yogyakarta, 08 January 2024

Culta

Fildasari

TABLE OF CONTENTS

OFFICIAL MEMORANDUM	ii
VERIFICATION PAGE Error! Bookmark not de	fined.
AUTHENTICITY STATEMENT	iv
DEDICATION PAGE	vi
PREFACE	vii
TABLE OF CONTENTS	X
LIST OF TABLE	xiii
LIST OF FIGURE	xiv
LIST OF ATTACHMENTS	xvi
ABSTRACT	xvii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	8
1.3 Research Objective	9
1.4 Research Benefits	9
1.5 Problem Limitation	10
CHAPTER II LITERATURE REVIEW AND THEORETICAL BASIS	11
2.1 Literature Review	11
2.2 Theoretical Basis	18
2.2.1 Public Relations	18
2.2.2 Quality of Organization-Public Relationships (OPR)	19

2.2.3 Factors Affecting Organization Public Relationships (OPR)	25
2.3 Operational Definitional	32
2.4 Framework of Thought	34
CHAPTER III RESEARCH METHODS	35
3.1 Research Methods	35
3.2 Research Location	35
3.3 Participant	36
3.4 Data Type	39
3.5 Data Collection Technique	39
3.6 Data Analysis	42
3.7 Research Credibility	43
CHAPTER IV RESEARCH RESULTS AND DISCUSSION	44
4.1 Location Overview	44
4.1.1 History of the Regional Office of the Ministry of Religious Affairs Special Region of Yogyakarta	
4.1.2 Brief Description of One-Stop Integrated Services of the Regional Of the Ministry of Religious Affairs of the Special Region of Yogyakarta	
4.1.3 Regional Organizational Structure of the Ministry of Religious Affairs Special Region of Yogyakarta	
4.2 Data on Research Subjects	61
4.3 Organization Public Relationships at the Yogyakarta Regional Office Ministry of Religious Affairs in Maintaining PTSP Service Quality	
4.3.1 Trust	62
4 3 2 Control Mutuality	78

4.3.3 Commitment	86
4.3.4 Satisfaction	92
4.4 Factors Influencing Organization-Public Relationships of the Region	al Office of
the Ministry of Religious Affairs of Yogyakarta Special Region in Mainta	ining PTSP
Service Quality	97
4.4.1 Knowledge and skill	97
4.4.2 Shared Expectation	102
4.4.3 Partisipative Culture	107
4.5 Discussion	114
4.5.1 Trust and Control Mutuality Versus Commitment and Satisfaction	ı114
4.5.2 Shared Expectation, Implementation that Needs Improvement	121
CHAPTER V CLOSING	126
5.1 Conclusion	126
5.2 Implication	127
5.3 Recomendation	128
5.3 Concluding Remarks	130
BIBLIOGRAPHY	132
ATTACHMENT	137

LIST OF TABLE

Table 1. 1 Data on the Community Satisfaction Index of the Regional Office of	of the
Ministry Religious Affairs of Special Region of Yogyakarta Semester 1 year 202	3 4
Table 1. 2 Data on the Community Satisfaction Index of the Regional Office of	of the
Ministry Religious Affairs of Special Region of Yogyakarta for the Third Quarter	2023
	6
Table 2. 1 Concept Operasionalization 1	33
Table 2. 2 Concept Operasionalization 2	33
Table 4. 1 Data on Research Subjects	62

LIST OF FIGURE

Figure 1. 1 Community Satisfaction Survey	9
Figure 2. 1 Framework of Thought	35
Figure 4. 1 Organizational structure	53
Figure 4. 2 Minister of Religious Affairs Regulation No.28 of 2013	65
Figure 4. 3 Smart Book of PTSP Service Guidelines	68
Figure 4. 4 Public Service Standard	68
Figure 4. 5 Compensation service	70
Figure 4. 6 Public service edict	70
Figure 4. 7 Social Media Comments	71
Figure 4. 8 Social Media Comments	71
Figure 4. 9 Facebook posts	72
Figure 4. 10 Facebook posts	72
Figure 4. 11 Social Media	74
Figure 4. 12 OPR Trust Quality	79
Figure 4. 13 Service for Vulnerable Grups	86
Figure 4. 14 Quality of Control Mutuality OPR	88
Figure 4. 15 Quality of Commitment OPR	93
Figure 4. 16 Public satisfaction measurement media	96
Figure 4. 17 Quality of Satisfaction OPR	96
Figure 4. 18 OPR Dimensional Quality	97
Figure 4. 19 Illustration of OPR Quality Results	99
Figure 4. 20 Knowledge and Skill	103
Figure 4. 21 Instagram Feed Post.	107
Figure 4. 22 Shared Expectation	108
Figure 4. 23 Partisipative Culture	113

Figure 4. 24 Factors Affecting OPR	114
Figure 4. 25 Illustration Results of Ideal Public Relations Factors	116
Figure 4. 26 Aspects of dependability indicator	117
Figure 4. 27 Aspects of PR Response Control Mutuality Indicator	119
Figure 4. 29 Shared Expectations Indicator	123

LIST OF ATTACHMENTS

Attachment 1. 1 Research permission letter	138
Attachment 1. 2 Interview guide transcript	139
Attachment 1. 3 SKM Regional Office of the Ministry of Religious Affairs DI	Y 2023
	150
Attachment 1. 4 Social Media of the Regional Office of the Ministry of Religional	ous
Affairs DIY	151