

**STRATEGI KOMUNIKASI DALAM PENINGKATAN
KUALITAS PELAYANAN KANTOR POS
PANGKALAN BALAI**



SKRIPSI

Disusun oleh:

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

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Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar
Sarjana (Strata-1) Pada Program Studi Ilmu Komunikasi
Fakultas Ilmu Komunikasi Universitas Sumatera Selatan

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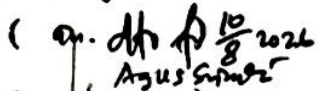
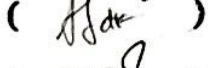
LEMBAR PENGESAHAN

Skripsi dengan judul "Strategi Komunikasi dalam Peningkatan Kualitas Pelayanan Kantor Pos Pangkalan Balai" telah dipertahankan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan Pada

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Tanggal : 07 Juli 2026
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Tempat : Ruang Ujian Skripsi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan

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COMMUNICATION STRATEGY IN IMPROVING SERVICE QUALITY AT THE PANGKALAN BALAI POST OFFICE

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ABSTRACT

This study aims to analyze the communication strategy implemented by the Pangkalan Balai Post Office in improving the quality of public services. The study is based on the importance of communication strategies in creating effective public services, building customer trust, and enhancing service quality amid increasing public demands for professional services. This research employed a qualitative approach using a descriptive method. The research informants consisted of one key informant, namely the Brand Manager of the Pangkalan Balai Post Office, and three supporting informants, including one operational staff member and two customers. Data were collected through observation, in-depth interviews, and documentation, while data analysis was conducted through data reduction, data presentation, and conclusion drawing.

The findings indicate that the communication strategy at the Pangkalan Balai Post Office has been implemented through three main stages: establishing goals and objectives (Reputation Management Goal, Relationship Management Goal, and Task Management Goal), formulating action and response strategies (Proactive Strategies), and implementing effective communication during the service process. These strategies are reflected in the delivery of clear information, the implementation of Standard Operating Procedures (SOPs), regular staff briefings, responsive handling of customer complaints, and the utilization of information media to support service delivery. In terms of service quality, the findings demonstrate that the services provided have fulfilled the five dimensions of service quality: reliability, tangibles, responsiveness, assurance, and empathy. Employees were found to provide accurate and reliable services, supported by adequate facilities, responsiveness to customer needs, professionalism that fosters customer confidence, and empathy in addressing customers' individual needs. Nevertheless, improvements are still needed in the utilization of digital communication media and the continuous evaluation of service performance to further enhance service quality

Keywords: *communication strategy, service quality, public service, Pangkalan Balai Post Office, organizational communication.*