



MERCU BUANA UNIVERSITY
MASTER PROGRAMME
MAGISTER ILMU KOMUNIKASI STUDY PROGRAMME

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Title : *Communication Strategy for Public Policy Administration Services Marriage In Developing Positive Image of Religious Affairs of the Republic of Indonesia (Case Study of Service Quality Administration Marriage In Pulogadung Subdistrict Office of Religious Affairs).*

ABSTRACT

Office of Religious Affairs as the spearhead of the Ministry of Religion in serving the community in the religious field has a very crucial role. Office of Religious Affairs is a Technical Implementation Unit of the Directorate of Religious Affairs Directorate General of Islamic Guidance Ministry of Islamic Republic of Indonesia which is in the sub-district level, one level below the level of Religious Affairs Office of the City / County. Office of Religious Affairs has Main Duties and Functions perform some tasks of the Office of Religious Affairs City / County in the field of Islamic religious affairs and help the development of public administration in the field of religion at the district level.

Communication Strategy for Public Policy Administration Services Marriage In Developing Positive Image of Religious Affairs of the Republic of Indonesia (Case Study of Service Quality Administration Marriage In Pulogadung Subdistrict Office of Religious Affairs).

This study uses a constructivist paradigm by using a qualitative approach to the analysis of case studies, to illustrate the Communication Strategy for Public Policy Administration Services Marriage In Building a Positive Image of Religious Affairs of the Republic of Indonesia. The object of this study is the Quality of Administrative Services Marriage In Pulogadung Subdistrict Office of Religious Affairs

The results showed that the presence of a business proving that the Communication Strategy for Public Policy Administration Services Marriage In Building a Positive Image of Religious Affairs of the Republic of Indonesia (Case Study of Service Quality Wedding Administration of Religious Affairs in the Office of District of Pulogadung). Already quite well implemented in accordance Main Duties and Functions of the Office of Religious Affairs

Keywords: Communication Strategy for Public Policy, Administration Service Quality Wedding, Ministry of Religious Affairs Image



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ABSTRAK

**Strategi Komunikasi Kebijakan Publik Pelayanan
Administrasi Pernikahan Dalam Membangun Citra Positif Kementerian Agama RI
(Studi Kasus Kualitas Pelayanan Administrasi Pernikahan Di KUA Kecamatan
Pulogadung).**

Kantor Urusan Agama sebagai ujung tombak Kementerian Agama dalam melayani masyarakat di bidang keagamaan memiliki peran yang sangat krusial. Kantor Urusan Agama (KUA) adalah Unit Pelaksana Teknis (UPT) Direktorat Urusan Agama Islam Ditjen Bimas Islam Kementerian Agama Islam RI yang berada di tingkat Kecamatan, satu tingkat dibawah Kantor Kementerian Agama tingkat Kota/Kabupaten. KUA memiliki Tugas Pokok dan Fungsi (tupoksi) melaksanakan sebagian tugas Kantor Kementerian Agama Kota/Kabupaten di bidang urusan agama Islam dan membantu pembangunan pemerintahan umum di bidang agama di tingkat kecamatan.

Strategi Komunikasi Kebijakan Publik Pelayanan Administrasi Pernikahan Dalam Membangun Citra Positif Kementerian Agama RI (Studi Kasus Kualitas Pelayanan Administrasi Pernikahan Di KUA Kecamatan Pulogadung).

Penelitian ini menggunakan metode paradigma konstruktivis dengan pendekatan kualitatif menggunakan analisa studi kasus, untuk menggambarkan Strategi Komunikasi Kebijakan Publik Pelayanan Administrasi Pernikahan Dalam Membangun Citra Positif Kementerian Agama RI. Objek penelitian ini adalah Kualitas Pelayanan Administrasi Pernikahan Di KUA Kecamatan Pulogadung

Hasil penelitian menunjukkan bahwa adanya suatu usaha pembuktian bahwa Strategi Komunikasi Kebijakan Publik Pelayanan Administrasi Pernikahan Dalam Membangun Citra Positif Kementerian Agama RI (Studi Kasus Kualitas Pelayanan Administrasi Pernikahan Di KUA Kecamatan Pulogadung). Sudah cukup baik dilaksanakan sesuai Tugas Pokok dan Fungsi dari KUA

**Kata Kunci: Strategi Komunikasi Kebijakan Publik, Kualitas Pelayanan Administrasi
Pernikahan, Citra Kementrian Agama RI**