

ABSTRAK

Zega, Fajar Mewah Sulastry, 2025. Analisis Strategi Peningkatan Kinerja Pegawai dalam Mendukung Optimalisasi Pelayanan Publik di Kantor Sekretariat DPRD Kota Gunungsitoli. Prodi Manajemen. Universitas Nias. Pembimbing Fatolosa Hulu, S.E.,M.M

Penelitian ini bertujuan untuk menganalisis strategi peningkatan kinerja pegawai dalam mendukung optimalisasi pelayanan publik di Kantor Sekretariat DPRD Kota Gunungsitoli. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif, dengan pendekatan kualitatif. Metode pengumpulan data yang digunakan antara lain observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini adalah reduksi data, penyajian data dan menarik kesimpulan/ verifikasi. Peningkatan kinerja pegawai di Sekretariat DPRD Kota Gunungsitoli berpengaruh positif pada pelayanan publik yang lebih baik, responsif, dan akuntabel serta mendukung tugas legislatif DPRD. Meskipun demikian, terdapat beberapa kendala seperti efektivitas dan efisiensi kerja, otoritas dan tanggung jawab, disiplin, serta inisiatif yang belum sepenuhnya optimal akibat keterbatasan kompetensi, kurangnya pemahaman terhadap standar operasional prosedur, serta pendelegasian tugas yang belum merata. Upaya peningkatan kinerja seperti pelatihan, pemanfaatan teknologi, evaluasi berkala, serta komunikasi internal efektif telah dilakukan. Faktor motivasi, disiplin, dan kepemimpinan humanis turut memberikan kontribusi pada peningkatan kinerja pegawai. Secara keseluruhan, strategi ini memperbaiki mutu pelayanan administrasi, peningkatan akuntabilitas, responsivitas, serta profesionalisme yang mendukung fungsi legislatif DPRD dan kepuasan publik.

Kata Kunci: Kinerja Pegawai, Pelayanan Publik

ABSTRACT

Zega, Fajar Mewah Sulastry, 2025. Analysis of Strategies for Improving Employee Performance in Support of Optimizing Public Services at the Secretariat Office of the Gunungsitoli City Regional Representative Council. Management Study Program. Nias University. Supervisor Fatolosa Hulu, S.E., M.M

This study aims to analyze archival management in an effort to improve the management of administrative administration and to find out the obstacles to archival management in an effort to improve the management of administrative administration at the Housing and Settlement Area Office of Gunungsitoli city. The type of research used in this research is descriptive research, with a qualitative approach. The data collection methods used include observation, interviews, and documentation. The data analysis techniques used in this research are data reduction, data presentation and drawing conclusions/verification. Improvements in employee performance at the Gunungsitoli City DPRD Secretariat have had a positive impact on public services, making them better, more responsive, and more accountable, as well as supporting the legislative duties of the DPRD. However, there are several challenges, such as the effectiveness and efficiency of work, authority and responsibility, discipline, and initiative, which have not yet been fully optimized due to limitations in competence, lack of understanding of standard operating procedures, and uneven delegation of tasks. Efforts to improve performance, such as training, utilization of technology, regular evaluations, and effective internal communication, have been implemented. Motivational factors, discipline, and humanistic leadership also contribute to improving employee performance. Overall, this strategy improves the quality of administrative services, enhances accountability, responsiveness, and professionalism that support the legislative functions of the DPRD and public satisfaction.

Keywords: Employee Performance, Public Service