

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi teori *Excellence* dalam praktik *public relations* Dinas Perhubungan Kabupaten Banyumas dalam menangani aduan masyarakat tentang parkir liar di Jalan Bung Karno melalui “Lapak Aduan”. Penelitian ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi, serta didukung data sekunder melalui studi literature dari artikel, buku dan jurnal ilmiah yang relevan. Hasil penelitian menunjukkan bahwa strategi komunikasi Dinas Perhubungan Kabupaten Banyumas dalam menangani aduan masyarakat tentang parkir liar di Jalan Bung Karno melalui “Lapak Aduan” belum sepenuhnya terlaksana secara *Excellent*. Berdasarkan sepuluh premis teori *Excellence*, premis yang paling dominan diterapkan adalah *Symmetric Model (Two-Way Symmetric)* dan *Symmetrical Internal Communication*, yang tercermin dari adanya komunikasi dua arah antara Dinas Perhubungan dan masyarakat serta koordinasi internal dalam menindaklanjuti aduan. Sementara itu, premis *Independence* merupakan aspek yang paling lemah karena fungsi komunikasi belum berdiri secara mandiri sebagai bagian dari manajemen strategis.

Kata kunci: Lapak Aduan, Parkir liar, *Public Relations*, Strategi komunikasi, Teori *Excellence*.

ABSTRACT

This study aims to analyze the implementation of the Excellence theory in the public relations practice of the Banyumas Regency Transportation Agency in handling public complaints about illegal parking on Jalan Bung Karno through the "Lapak Aduan". This study uses a qualitative research method with data collection techniques in the form of interviews, observations, and documentation, and supported by secondary data through literature studies from relevant articles, books and scientific journals. The results of the study indicate that the communication strategy of the Banyumas Regency Transportation Agency in handling public complaints about illegal parking on Jalan Bung Karno through the "Lapak Aduan" has not been fully implemented in an Excellent manner. Based on the ten premises of the Excellence theory, the most dominant premises applied are the Symmetric Model (Two-Way Symmetric) and Symmetrical Internal Communication, which are reflected in the existence of two-way communication between the Transportation Agency and the public as well as internal coordination in following up on complaints. Meanwhile, the Independence premise is the weakest aspect because the communication function has not yet stood independently as part of strategic management.

Keywords: Communication strategy, Excellence Theory, illegal parking, Lapak Aduan, Public Relations.