

ABSTRAK

STRATEGI KOMUNIKASI DAN MOTIVASI KERJA DALAM MENINGKATKAN KINERJA PEGAWAI PELAYANAN PUBLIK DI BALAI DESA KERTOREJO, KECAMATAN NGORO, KABUPATEN JOMBANG

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Penelitian ini bertujuan mengeksplorasi strategi komunikasi dan motivasi kerja dalam meningkatkan kinerja pegawai pelayanan publik di Desa Kertorejo, Kecamatan Ngoro, Kabupaten Jombang, yang dilatarbelakangi rendahnya kualitas pelayanan dan menurunnya partisipasi masyarakat dalam program desa. Dengan metode kualitatif deskriptif berbasis data primer dan sekunder melalui wawancara mendalam, hasil penelitian menunjukkan bahwa komunikasi efektif seperti komunikasi dua arah dan pemanfaatan teknologi informasi serta motivasi kerja yang ditopang oleh pengakuan, penghargaan, dan lingkungan kerja positif berperan penting dalam meningkatkan responsivitas serta kinerja pegawai. Penelitian ini merekomendasikan penerapan strategi komunikasi yang lebih baik dan penguatan motivasi kerja pegawai agar kualitas pelayanan publik meningkat dan kepuasan masyarakat tercapai, serta dapat menjadi rujukan bagi penelitian lanjutan di bidang manajemen sumber daya manusia dan pelayanan publik.

Kata Kunci: Strategi Komunika, Motivasi Kerja, Kinerja Pegawai.

ABTRACK

Communication Strategies and Work Motivation in Improving the Performance of Public Service Employees at Kertorejo Village Hall, Ngoro District, Jombang Regency

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This study aims to explore communication strategies and work motivation in improving the performance of public service employees in Kertorejo Village, Ngoro District, Jombang Regency, which is driven by the low quality of services and the decline in community participation in village programs. Using a qualitative descriptive method based on primary and secondary data through in-depth interviews, the results show that effective communication such as two-way communication and the use of information technology and work motivation supported by recognition, rewards, and a positive work environment play an important role in enhancing employee responsiveness and performance. This study recommends the implementation of better communication strategies and the strengthening of employee work motivation to improve the quality of public services and community satisfaction, as well as to serve as a reference for further research in the field of human resource management and public service.

Keywords: Communication Strategies, Work Motivation, Employee Performance.