SUMMARY

ANDI KADANDIO Performance Improvement Strategy Formulation of Larasita Services. Supervised by BUDI Mulyanto and KIRBRANDOKO.

Larasita are patterns that serve the public services directly to visiting public houses directly across Indonesia by using LARASITA cars and motorcycles. The main point is Larasita Land Office moving services, approach and come directly serve the community by way of proactive. In Sukabumi Larasita service has not received the attention and participation of the community, with a very wide area and the location of the remote villages as well as the lack of dissemination to the public, making the service of Larasita is not optimal. The purpose of this study is to determine what is being done by the land office in improving Larasita’s services and formulate appropriate strategies to improve the performance of Larasita Sukabumi district land office services. FGD that were being conducted as well as survey to the beneficiaries of LARASITA and using SWOT analysis become recommendation from the efforts that must have been done by land office and formulation of strategies that appropriate to implement.

This research is a case study using descriptive method of observation and interviews and Focus Group Discussion (FGD). Based on the results of focus group discussions focused on the implementation of the analysis of the successes and shortcomings Larasita, and the selection of strategic priorities using Expert Choice application.

Efforts made by the land office Sukabumi in improving service Larasita is: Establish Larasita Team and Service Larasita sosialization team and coordination with Sukabumi Government and make Larasita Center as the center of activity Larasita service. According to FGD results that have been implemented, there are three (3) alternative strategies that can be done by Tim Larasita Sukabumi district land office. To determine the strategy that will be implemented, land office used the expert Choice. Formulation strategy Larasita services in land office in Sukabumi has been designed and selected using SWOT analysis, and from several alternatives strategy using Expert Choice Application resulted more accurate strategy to be implemented, which is creating Larasita on air program in Radio FM Sukabumi.

Keywords: Focus Group Discussion (FGD), Larasita Services, Strategy Larasita performance improvement services.