

# COMMUNICATION MODEL IN THE PERSPECTIVE OF BIRTH CERTIFICATION SERVICES IN BOGOR DISTRICT.

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- **Abstract:** In the implementation of public services, birth certificates by the Department of Population and Civil Registry of Bogor District have identified as not yet optimal in demands and expectations of the citizen. The communication variable is an exogenous latent variable that affects the endogenous latent variable. Communication as a process of delivering and receiving information through certain media among service providers with service acceptance correlates and service performance. Therefore, functionally communication affects the quality of birth certificate services. The objective of this research is to analyze the model of public service communication in the case of birth certificates. The method used is descriptive analysis. The research populations were people who had taken care of birth certificates and people who were currently taking care of birth certificates. These communities are located in Citizens Association areas in 47 villages in Ciomas Sub-District, Ciawi Sub-District, Parung Sub-District and Citerureup Sub-District. The research samples were 386 respondents that took from a population of 1,115 people, it used a simple random sampling technique. Data analysis used Structural Equation Models Analysis and Frequency Distribution Analysis. The results of the research indicated that the magnitude of the influence of communication on the Quality of Birth Certificate Services is determined by personal skills and attitudes, interpersonal skills, and oral and written communication reaching 0.430, which is less strong but significant. The existence of such an influence proves that the Quality of Birth Certificate Services has a meaningful causal relationship.
- **Keywords:** public services, citizen, Functionally communication, written communication, Quality of Birth Certificate Services