

**ABSTRACT**  
**PROVISION OF SERVICE ROOM FOR THE ELDERLY AND PREGNANT**  
**MOTHERS**  
**PUBLIC SERVICE INNOVATION AT PT PLN (PERSERO) CUSTOMER**  
**SERVICE UNIT (ULP) PANAKKUKANG CUSTOMER SERVICE**  
**IMPLEMENTING UNIT (UP3) MAKASSAR SELATAN**

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Even though the elderly and pregnant women are categorized as vulnerable groups that require special facilities to obtain services, they must queue alongside other general customers. The objective of the study was to provide a service room for elderly and pregnant women at PT PLN (Persero) ULP Panakkukang UP3 Makassar Selatan.

This study applied a qualitative approach, data analysis with data reduction, and data presentation. Primary data and secondary data are the types of data and data sources used. Researchers used triangulation techniques and methods used in this study, namely interviews, observation, and documentation, to validate the data in this study.

The result of the study showed that the service room for elderly customers and pregnant women is a new approach to providing services. After testing the use of the service room for elderly and pregnant women, the results show that this service room is very effective and valuable for the public, and it is much required by elderly and pregnant consumers. This innovation can be transferred or used as a model by other organizations in providing services to customers, and it can be sustained and maintained. An innovation at PT PLN (Persero) ULP Panakkukang, if this innovation is to be permanent, it must obtain the approval of the Area, Regional and Central Units and in accordance with the provisions applicable to PT PLN (Persero).

**Keywords:** Elderly, Pregnant Women, Service Room, PT PLN (Persero) ULP Panakkukang

