

**Service Excellent Training for Muhammadiyah Charity Leaders (AUM) Muhammadiyah Branch (PCM)  
Tawangsari Sukoharjo Central Java**

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**ABSTRACT**

ACCEPTING the increasingly sharp business competition requires special abilities to maintain customers, including in the education sector. For this reason, the team of Lecturers for Off-Campus Activities (DBLK) of the Department of Communication Science of the Faculty of Social, Legal and Political Sciences (Fishipol) of Yogyakarta State University (UNY) provided training on excellent service for all Principals of Muhammadiyah-'Aisyiyah Amal Usaha (AUMA) in Tawangsari District, Sukoharjo, Central Java, (4/11/23). Human resource capacity, especially related to service, must always be upgraded. This is because the paradigm of excellent service has also changed. Everything must remain excellent but demands various things such as speed, easy access, personalised service, and data security. Moreover, the problem is also increasingly complex. Educational institutions must maintain their image and reputation in order to be the choice for parents and guardians. Taking care of the internal public and external public is mandatory. As the basis of excellent service, empathy must be the face of every institution's service. The training, which was attended by 25 AUMA Principals, followed the training until the practice of excellent service at the end of the session. In the practice, it is known that school problems are increasingly diverse ranging from administrative issues to bullying behaviour and other problems. These various problems must be faced with excellent and maximum service to maintain customers.

Kata Kunci: *Service Excellent, Education Sector, Muhammadiyah*