

Analisis proses implementasi program komunikasi kebijakan publik  
(studi tentang kebijakan konversi energi dalam perspektif difusi inovasi)  
= Analysis process of the implementation of public policy  
communication program (case study of the energy conversion policy in  
diffusion of innovation perspective)

Dian Anggraeni, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20338756&lokasi=lokal>

---

Abstrak

Tesis ini membahas proses adopsi inovasi kebijakan pemerintah tentang program konversi dari minyak tanah ke LPG. Hasil penelitian menjadi modifikasi atas teori difusi inovasi dari Everett M. Rogers.

Penelitian yang digunakan adalah penelitian kualitatif dengan desain deskriptif. Analisa penelitian menegaskan bahwa proses adopsi inovasi berlangsung dengan proses instan, konstruksi realitas secara strategis dibentuk oleh komunikasi koersif dan coersiveness mendorong keinovatifan masyarakat.

Komunikasi kebijakan publik dengan komunikasi koersif dinilai efektif dalam mempengaruhi keputusan adopsi energi oleh masyarakat tradisional dan bersikap skeptis dalam menerima perubahan. Namun di sisi yang lain tekanan pemerintah dapat memberikan pengaruh sosial yang negatif bagi masyarakat.

.....The thesis analyzes the diffusion of innovation process about the energy conversion program from kerosene to LPG. The result of this research shows as a modification to diffusion of innovation theory by Everett Rogers. The descriptive qualitative methods is used to analyze the adoption process of the conversion program from kerosene to LPG. Based on the research shows that the adoption process has proceeded instantly through coercive process, constructive reality is developed strategically through coercive communication and coersiveness forms society innovativeness. Government is advised to pay attention on the impact of coersiveness that might cause negative aspect to the people who has converted to LPG.

Communicating public policy through coercive process is effective in forming an innovation decision among the traditional society with sceptical behaviour.