

Strategi media sosial untuk diplomasi public: studi kasus Kementerian Luar Negeri RI = Social media strategies for public diplomacy: a case study in The Ministry Of Foreign Affairs of The Republic of Indonesia

Hary Hadiansyah, author

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Abstrak

Country Brand Index (CBI) Indonesia yang dirilis oleh Lembaga Future Brand pada tahun 2012 berada di urutan 78 di antara 118 negara, lebih rendah dari tahun-tahun sebelumnya. CBI merupakan indeks persepsi global tentang citra sebuah negara di seluruh dunia yang ditinjau dari aspek budaya, industri, ekonomi dan kebijakan publik.

Kementerian Luar Negeri telah melakukan sejumlah upaya peningkatan citra Indonesia melalui diplomasi publik, di antaranya dengan pemanfaatan media sosial. Namun, pemanfaatan media sosial tersebut masih belum optimal, di antaranya dapat terlihat dari masih rendahnya popularitas akun media sosial Kementerian Luar Negeri.

Penelitian dilakukan dengan metodologi penelitian kualitatif. Data dikumpulkan melalui wawancara semi-terstruktur terhadap pejabat Kemlu dan pakar media sosial, serta observasi terhadap kegiatan diplomasi publik dan media sosial Kementerian Luar Negeri. Analisis data dilakukan dengan analisis SWOT, McKinsey's 7S, dan PEST. Penentuan prioritas strategi dilakukan dengan menggunakan QSPM.

Penelitian ini berhasil mengidentifikasi 5 kekuatan, 9 kelemahan, 8 peluang, dan 6 ancaman yang dimiliki oleh Kementerian Luar Negeri. Analisis terhadap faktor-faktor tersebut menghasilkan 17 strategi pemanfaatan media sosial yang dipetakan ke dalam 6 sasaran strategis. Seluruh strategi tersebut kemudian dituangkan dalam suatu rencana kerja untuk rentang waktu tiga tahun. ;Country Brand Index (CBI) released in 2012 by the Institute of Future Brand ranked Indonesia at 78th among 118 countries. It is lower than the rank previous years. CBI is an index of global perception of the image of a country in the world in terms of cultural, industrial, economic and public policy.

The Ministry of Foreign Affairs has made a number of efforts to improve Indonesia's image through public diplomacy, including with the use of social media. However, the use of social media is not optimal yet, which can be seen from the low popularity of the Ministry's social media accounts.

The study was conducted with qualitative research methodology. Data were collected through semi-structured interviews to the Ministry officials and social media experts, and observations to the Ministry's public diplomacy and social media activities. Data analysis was performed with SWOT, McKinsey's 7S, and PEST. Strategy prioritization was determined using QSPM.

This research had identified 5 strengths, 9 weaknesses, 8 opportunities, and 6 threats owned by the Ministry. The analysis of those factors resulted in 17 social media strategies that mapped into 6 strategic objectives. The whole strategy is then poured in a work plan for a three-year period.

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