

Komunikasi pemerintahan partisipatif melalui media sosial = Participatory government communication through social media / Wahyu Aji

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui komunikasi pemerintahan yang dilakukan dengan menggunakan media sosial secara aktif. Menggunakan pendekatan penelitian kualitatif dengan strategi studi kasus, penelitian ini berusaha untuk mendapatkan gambaran secara mendalam tentang bagaimana pemanfaatan media sosial dapat mendukung kinerja birokrasi di institusi pemerintahan. Komunikasi pemerintahan yang akan dilihat adalah dari sisi: internal dan eksternal. Dari hasil penelitian diketahui bahwa media sosial yang dimanfaatkan secara aktif untuk kepentingan komunikasi pemerintahan mampu mendorong terjadinya komunikasi partisipatif baik secara internal di organisasi pemerintahan maupun eksternal dengan masyarakat.

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ABSTRACT

This research aims to determine governmental communication that uses social media actively. Using qualitative research approach with case study strategy, this research seeks to obtain in-depth overview of how the use of social media can support the performance of the bureaucracy in government institutions. Governmental communication that will be discussed are from the side of: internal and external. The survey results revealed that social media is used actively for the benefit of government communications were able to encourage communication in the organization both internally and externally with the public, This research aims to determine governmental communication that uses social media actively. Using qualitative research approach with case study strategy, this research seeks to obtain in-depth overview of how the use of social media can support the performance of the bureaucracy in government institutions. Governmental communication that will be discussed are from the side of: internal and external. The survey results revealed that social media is used actively for the benefit of government communications were able to encourage communication in the organization both internally and externally with the public]