

Analisis program hubungan media pada lembaga pemerintahan (studi kasus : media center haji di Kementerian Agama RI) = Analysis of media relations program at goverment institution case study : media center haji at Ministry of Religious Affairs / Didah Kholidah

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Abstrak

[Tesis ini membahas tentang salah satu program keterbukaan informasi publik di pemerintah, yaitu hubungan media, dengan studi kasus pada Kementerian Agama yaitu program Media Center Haji. Kementerian Agama telah berupaya mengimplementasikan amanat Undangundang Keterbukaan Informasi Publik Nomor 14 Tahun 2008 dengan membuka kesempatan kepada media massa untuk bersama-sama memberitakan penyelenggaraan ibadah haji melalui Program Media Center Haji. Penelitian ini menitikberatkan pada proses hubungan media melalui tiga tahapan yaitu perencanaan, implementasi dan evaluasi. Penelitian ini merupakan penelitian kualitatif dengan desain deskriptif dan berbasis studi kasus. Berdasar pada empat narasumber internal dari pelaksana dan koordinator media center dan tiga nara sumber media (eksternal). Hasil penelitian menunjukkan bahwa program hubungan media sebagai upaya tetap perlu dilanjutkan; This thesis discusses on one of the public information disclosure through a media relations program, with a study case at at the Ministry of Religious Affairs called the Media Center Haji program. Ministry of Religious Affairs has sought to implement the mandate of the Public Disclosure Act No. 14 of 2008 by opening up the opportunity for the media to work together to publish the organization of the Hajj activities through the Media Center Haji Program. This study focuses on the media relations process through three phases namely planning, implementation and evaluation. This study is a qualitative research design based descriptive and case studies. From four internal sources at the Ministry as implementers and coordinator of the media center and three media sources (external), the results showed that the media relations program should continue., This thesis discusses on one of the public information disclosure through a media relations program, with a study case at at the Ministry of Religious Affairs called the Media Center Haji program. Ministry of Religious Affairs has sought to implement the mandate of the Public Disclosure Act No. 14 of 2008 by opening up the opportunity for the media to work together to publish the organization of the Hajj activities through the Media Center Haji Program. This study focuses on the media relations process through three phases namely planning, implementation and evaluation. This study is a qualitative research design based descriptive and case studies. From four internal sources at the Ministry as implementers and coordinator of the media center and three media sources (external), the results showed that the media relations program should continue.]