

# Analisis formulasi kebijakan komunikasi untuk pelaksanaan program pembangunan kesehatan di Kementerian Kesehatan = Analysis of communications policy formulation on the implementation of health development program in the Ministry of Health

Aji Muhawarman, author

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## Abstrak

[<b>ABSTRAK</b><br>

Komunikasi adalah faktor penting dalam keberhasilan implementasi kebijakan dan program pemerintah. Untuk itu peneliti akan menganalisis formulasi kebijakan komunikasi dalam mendukung pelaksanaan program pembangunan kesehatan di Indonesia. Beberapa temuan dari riset nasional seperti Survei Demografi Kesehatan Indonesia (SDKI) tahun 2012, dan Riset Kesehatan Dasar 2013, diperkuat dengan sejumlah penelitian lainnya serta pemberitaan di media yang menunjukkan bahwa masih terdapat kebijakan dan program kesehatan yang belum berhasil mencapai target yang antara lain disebabkan tidak berjalannya fungsi komunikasi secara optimal sehingga masyarakat belum bisa memahami dan mendukung kebijakan dan program kesehatan pemerintah. Penelitian ini menggunakan metodologi kualitatif dengan jenis deskriptif, pengumpulan data dilakukan melalui wawancara mendalam, focus group discussion (FGD) dan telaah dokumen. Hasil penelitian ini menemukan fakta bahwa fungsi komunikasi yang dijalankan unit hubungan masyarakat di Kementerian Kesehatan belum berjalan optimal oleh karena belum adanya pedoman yang mengatur fungsi komunikasi secara terintegrasi dan komprehensif dalam hal kelembagaan, kegiatan, tata laksana kerja dan sumber daya. Peneliti menyarankan kepada sejumlah pihak terkait terutama Pusat Komunikasi Publik Kementerian Kesehatan agar segera menyusun pedoman komunikasi atau kehumasan yang dapat mengatur seluruh aspek komunikasi yang diperlukan dalam meningkatkan pelaksanaan tugas dan fungsi selaku hubungan masyarakat, selain itu juga memperkuat sumber daya agar lebih memadai. Peneliti juga merekomendasikan kepada Kementerian Komunikasi dan Informatika dan Kementerian PAN dan Reformasi Birokrasi agar menyiapkan berbagai upaya untuk memperkuat posisi dan peranan hubungan masyarakat dalam pembangunan nasional.

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<b>ABSTRACT</b><br>

Communication is an important factor in the successful of the implementation of government policies and programs. Therefore researcher will analyzes the formulation of communication policy in support of the implementation of health development program in Indonesia. Some findings in the

national research such as Indonesia Demographic Health Survey (IDHS) in 2012, and the Basic Health Research in 2013, reinforced by a number of other studies and news in the media indicate that there are health policies and programs that have not succeeded in achieving the targets achievements as one of the result is due to the ineffectiveness of the communication function so that people cannot understand and will not support the government health policies and programs. This research uses qualitative methodology with descriptive type, where data collection is done through in-depth interviews, focus group discussion (FGD), and literature studies. Results of this research found that communication functions executed by the public relations unit of the Ministry of Health has not run optimally because of the lack of an integrated and comprehensive guidelines governing the communication functions in terms of institutional, activities, governance and resources. Researcher suggests to the number of related parties, especially to the Center for Public Communication of the Ministry of Health to immediately formulate guidelines for communications or public relations to regulate all aspects of communication required in advancing the implementation of tasks and functions as public relations, and also strengthens the resources to be more adequate. Researchers also recommend to the Ministry of Communications and Informatics and the Ministry of Empowerment of State Apparatus and bureaucracy reform to prepare a variety of efforts to strengthen the position and role of public relations in national development s;Communication is an important factor in the successful of the implementation of government policies and programs. Therefore researcher will analyzes the formulation of communication policy in support of the implementation of health development program in Indonesia. Some findings in the national research such as Indonesia Demographic Health Survey (IDHS) in 2012, and the Basic Health Research in 2013, reinforced by a number of other studies and news in the media indicate that there are health policies and programs that have not succeeded in achieving the targets achievements as one of the result is due to the ineffectiveness of the communication function so that people cannot understand and will not support the government health policies and programs. This research uses qualitative methodology with descriptive type, where data collection is done through in-depth interviews, focus group discussion (FGD), and literature studies. Results of this research found that communication functions executed by the public relations unit of the Ministry of Health has not run optimally because of the lack of an integrated and comprehensive guidelines governing the communication functions in terms of institutional, activities, governance and resources. Researcher suggests to the number of related parties, especially to the Center for Public Communication of the Ministry of Health to immediately formulate guidelines for communications or public relations to regulate all aspects of communication required in advancing the implementation of tasks and functions as public relations, and also strengthens the resources to be

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