

Evaluasi proses strategi kehumasan pemerintah dan analisis peran humas dalam meningkatkan reputasi organisasi (kasus di Kementerian Pekerjaan Umum dan Perumahan Rakyat) = Evaluation of strategic planning process in the government public relations and role of public relations analysis in order to enhance organization's reputation (case on the ministry of Public Works and Housing) / Listya Adi Andarini

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Abstrak

**ABSTRAK**

Penelitian ini bertujuan untuk mengevaluasi implementasi strategi humas pemerintah dan menganalisis peran humas dalam meningkatkan reputasi organisasi di Kementerian Pekerjaan Umum dan Perumahan Rakyat. Teori yang digunakan adalah teori peran kehumasan, teori perencanaan strategis kehumasan dan teori reputasi organisasi. Penelitian ini merupakan penelitian kualitatif yang bersifat deskriptif. Pengumpulan data dilakukan dengan wawancara mendalam, observasi partisipatoris dan studi dokumen. Hasil penelitian menunjukkan bahwa humas Kementerian Pekerjaan Umum dan Perumahan Rakyat telah melaksanakan perencanaan strategis kehumasan. Namun demikian implementasi belum dilakukan secara optimal, yaitu belum melakukan riset awal yang menganalisis tentang situasi, organisasi dan publiknya yang merupakan dasar dari perencanaan. Selain itu, humas Kementerian Pekerjaan Umum dan Perumahan Rakyat belum menjalankan perannya sebagai communication manager yang bertindak sebagai konseptor program kehumasan.

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**ABSTRACT**

This thesis evaluates the implementation of strategic planning in government public relations and analyzed the role of public relations to enhance its organization's reputation at the Ministry of Public Works and Housing. Theories that were applied are strategic planning of public relations theory, role of public relations, and reputation of organization. This research is descriptive qualitative. The data were collected by means of in depth interview, participative observation and document review. The results show that the Ministry of Public Works and Housing's public relations has performed strategic planning for their public communication. However, it has not done formative research to analyze its situation, organization, and public, which is the base for the overall planning. In addition, it has not run the role as communication manager that masterminds its public relations program.