

Evaluasi Perencanaan Strategi Komunikasi Public Relations(Studi Kasus Pada Perencanaan Strategi Komunikasi Aksi ?Kesepakatan Bebas Dari Pungli? Di Pelabuhan Tanjung Priok) = Evaluation of Public Relations' Strategic Communication Planning (Case Study on Strategic Communication Planning Action of "Understanding free from Illegal Retribution at Tanjung Priok Port)

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Abstrak

Latar belakang penelitian ini adalah sulitnya memasarkan ide yang tidak marketable yaitu ide anti pungli. Padahal perencanaan strategi komunikasi yang tepat yang berkaitan dengan ide anti pungli membawa implikasi bagi masyarakat luas. Penelitian ini bertujuan membahas tentang evaluasi Strategi Komunikasi Kesepakatan Bebas Dari Pungli Di Kawasan Pelabuhan Tanjung Priok. Penelitian ini merupakan penelitian kualitatif deskriptif. Dalam penelitian ini dibahas mengenai bagaimana strategi komunikasi yang tepat untuk mendukung program reformasi birokrasi yang terkait dengan pungli, dengan mengambil studi kasus strategi komunikasi kesepakatan bebas dari pungli yang dilakukan antara Kantor Pelayanan Utama Bea dan Cukai Tanjung Priok dengan importir jalur MITA. Dari analisis fase penelitian formatif, merupakan cara strategis untuk mendapatkan informasi tentang situasi, organisasi dan publik yang sangat bermanfaat bagi perencanaan strategi komunikasi. Tujuan yang ingin dicapai meliputi task management goals, juga reputation dan relationship managements goal. Sasarannya awareness, acceptance dan action objectives. Berdasarkan standar objectives Smith, penetapan objectives tidak memberikan tingkatan perubahan yang ingin dicapai. Strategi yang digunakan meliputi Strategi PR yang proaktif dan reaktif. Dalam Strategi PR yang proaktif menerapkan organizational performance, audience participations, special events dan Alliances dan Coalitions. Strategi PR yang reaktif menggunakan rectifying behavior yang meliputi investigasi, corrective action dan restitution. Juga digunakan transparent communication. Komunikasi yang efektif menggunakan informasi, persuasi dan dialog. Taktiknya meliputi interpersonal communication dan organizational media. Implementasi perencanaan telah diimplementasikan dengan baik. Dari penelitian ini disimpulkan bahwa dalam startegi komunikasi kesepakatan bebas dari pungli ini dimana digunakan praktik public relations dengan Theoretical framework for simetrical public relations dan theoretical frame work for asymmetrical campaigns secara umum telah dilakukan dengan tepat.

.....The background of this research is the difficulty of marketing ideas is not marketable, the idea is anti-extortion or free from Illegal Retribution. It reminds of the importance about planning of communication strategy related with free from Illegal Retribution's idea which carries the implication to the wide society. This research purposes to discuss about evaluation strategic communication planning of understanding free from illegal retribution at Tanjung Priok port based on Nine Steps Models of Strategic Public Relations Smith (2002). This research is the quality research with description design. In this research is discussed about how the appropriate communication strategy to support the government program in bureaucracy reform associated with Customs and Excise of Tanjung Priok with importer MITA. The evaluation result shows the formative analysis is the strategy way to get the information for situation analysis, organization and public which is useful for planning of communication strategy. The purposes want to be reached

includes task management goals, reputation and relationship managements goal. The objectives are awareness, acceptance and objectives. According to Smith's Standar Objectives, establishing Objectives didn't state the degree of change being sought. The strategies are used include proactive and reactive PR strategy. In proactive PR strategy implemented organizational performance, audience participations, special events and Alliance and Coalitions. While in the reactive PR strategy uses rectifying behavior which includes investigation, corrective action and restitution. Communication strategy that's used is transparent communication. The communication is used includes information, persuasion and dialog. The results of implementation evaluation show that communication strategy which is used interpersonal and organizational media communication. From the study suggests that in the communication understanding strategy free from extortion which used public relation practice with Theoretical framework for symmetrical public relation and theoretical framework for asymmetrical campaigns, has been implemented properly.