

Rute Sentral dan Periferal dalam Penerimaan Pesan Edukasi pada Konten Twitter Kementerian PUPR = Central and Peripheral Routes in Educational Messages Reception on Ministry of Public Works and Housing's Twitter Content

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Abstrak

Sebagai bentuk pelaksanaan fungsi komunikasi publik, Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR) turut memanfaatkan media sosial sebagai salah satu sarana utama komunikasi publik, termasuk Twitter. Dalam menyajikan konten media sosial, Kementerian PUPR kerap memanfaatkan isu atau fenomena yang sedang populer atau disebut sebagai strategi riding the wave agar tetap mengikuti perkembangan di ruang percakapan, termasuk dalam konten edukasi melalui akun Twitter @KemenPU. Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor yang terdapat dalam rute periferal maupun rute sentral dalam pemrosesan pesan, seperti kredibilitas, daya tarik, tampilan visual, maupun kualitas argumen terhadap sikap yang kemudian berlanjut pada intensi keterlibatan sebagai bentuk penerimaan pesan konten edukasi Twitter @KemenPU. Dengan menggunakan analisis kuantitatif, data yang digunakan dalam penelitian ini berasal dari hasil survei secara daring terhadap 138 responden yang merupakan pengguna aktif Twitter dan pernah melihat konten edukasi tersebut. Hasil penelitian menunjukkan bahwa pemanfaatan strategi riding the wave dalam penyajian konten edukasi oleh akun Twitter Kementerian PUPR didapatkan berhasil memperluas jangkauan konten mereka. Selanjutnya, baik rute sentral maupun rute periferal berpengaruh positif terhadap sikap maupun intensi keterlibatan audiens. Namun, pada rute periferal hanya kredibilitas sumber informasi yang mampu mempengaruhi sikap. Sedangkan, daya tarik sumber informasi dan tampilan visual tidak berpengaruh secara positif. Pemilihan platform media sosial, karakteristik audiens, motivasi penggunaan media sosial, serta konteks pesan yang disampaikan menjadi faktor penting dalam penerimaan pesan. Dengan demikian, Kementerian PUPR perlu menyusun strategi yang sesuai dengan target audiens dan objektif penyampaian pesan agar pesan dapat tersampaikan secara efektif.

.....As a form of implementing the public communication function, the Ministry of Public Works and Housing (PUPR) also utilizes social media as one of the main means of public communication, including Twitter. In presenting social media content, the PUPR Ministry often utilizes issues or phenomena that are currently popular or called riding the wave strategies to keep up of developments in the conversation space, including in their educational content through the Twitter account @KemenPU. This study aims to analyze the influence of factors contained in the peripheral route and the central route in message processing, such as source credibility, attractiveness, visual appearance, and argument quality on attitude changes which then continue to behavioral intentions as a form of message acceptance of educational contents Twitter @KemenPU. Using quantitative analysis, the data used in this study came from the results of an online survey of 138 respondents who are active Twitter users and have seen the educational content. The results showed that the utilization of the riding the wave strategy in presenting educational content by the Twitter account of the Ministry of PUPR was found to be successful in expanding the reach of their content. Using quantitative analysis, the data used in this study is derived from online survey results of 138 respondents

who are active Twitter users and have seen the educational content. The results showed that the utilization of the riding the wave strategy in the presentation of educational content by the Ministry of PUPR's Twitter account was found to be successful in expanding the reach of their content. Furthermore, both the central route and the peripheral route have a positive effect on audience attitudes and engagement intentions. However, on the peripheral route, only the credibility of the information source is able to influence the attitude, while the attractiveness of the information source and visual appearance do not influence positively. The selection of social media platform, audience characteristics, motivation for using social media, and the context of the message conveyed are important factors in the reception of messages. Thus, the PUPR Ministry needs to develop strategies that match the target audience and the message delivery objectives so that the message can be delivered effectively.