

Analisis implementasi e-government public relations pada Kementerian Pekerjaan Umum dan Perumahan Rakyat = The analysis of e-government public relations implementation at Ministry of Public Works and Housing

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Abstrak

Penelitian ini bertujuan menganalisa strategi E-Government Public Relations Kementerian Pekerjaan Umum dan Perumahan Rakyat dalam membangun reputasi organisasi. Teori yang digunakan adalah teori kehumasan dalam dunia pemerintahan, konsep E-Government Public Relations, teori reputasi organisasi, dan teori perencanaan strategis kehumasan. Penelitian ini merupakan penelitian kualitatif. Pengumpulan data dilakukan dengan wawancara mendalam serta observasi partisipatoris.

Hasil penelitian menunjukkan bahwa strategi EGovernment Public Relations pada Kementerian Pekerjaan Umum dan Perumahan Rakyat menggabungkan empat karakteristik, yaitu: strategic, integrated, targeted, dan measurable yang diimplementasikan ke dalam rangkaian perencanaan strategis kehumasannya. Media internet yang digunakan dalam rangka membangun reputasi organisasi adalah situs dan media sosial.

This research aims to analyze the strategy of E-Government Public Relations at the Ministry of Public Works and Housing in building the organization reputation. Theories that were applied are government public relations theory, the concept of E-Government Public Relations, reputation of organization theory, and strategic planning of public relations. This is a qualitative research. Data collected by indepth interviews and participatory observation.

The results show that EGovernment Public Relations strategy at the Ministry of Public Works and Housing incorporates four characteristics: strategic, integrated, targeted, measurable and implement them into PR strategic planning. Internet media used in order to establish the organization reputation are website and social media.