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The Role of Public Relations in Socialization of E-Filing for People in KPP Pratama Jakarta Kembangan

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ABSTRACT

The mission of DJP has a crucial position in the government of the Republic of Indonesia because it has a task to collect state revenues through taxes. In this decade, approximately 75% of state revenue comes from taxes. Almost all aspects of state infrastructure development are directly related to the ability of the Directorate General of Taxation to collect tax revenue.

This research is intended to examine the compatibility between the theory and practice of Public Relations in Government Agencies, the theoretical basis is through the approach of Public Relations Role as Expert Prescriber, Communication Facilitator, Problem Solving Process Facilitator and Technician Communication Theory developed by Dozier, D.M., & Broom, G.M. 1995. "Evolution of The Role Manager in Public Relations Practice". Journal of Public Relations Research ". The type of research used by researchers today is a qualitative descriptive type that studies the problems that exist and work procedures in force. The method chosen by the author is a case study.

As a facilitator in E-Filing socialization, the result of field research shows that KPP Pratama Jakarta has been acting as a Public Relations Practitioner. As Tehnician Communication in Socialization E-filing in socialization E-Filing has also played a role as communication technician. As an expert on Public Relations (Expert Prescriber) in E-filing Socialization, KPP Pratama Jakarta Kembangan has skilled experts, As problem solver has a gradual solution mechanism.

As a Public Relations Practitioner of KPP Pratama Jakarta, Kembangan has been acting as an expert advisor, communication facilitator, problem solving facilitator and acting as a communications technician.

Keywords: Communication Facilitator, Expert Prescriber, Communication Technician, Problem Solving Facilitator.



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Peran Public Relations Dalam Sosialisasi E-Filing Bagi Masyarakat Pada KPP
Pratama Jakarta Kembangan

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ABSTRAK

Peran DJP memiliki posisi krusial dalam pemerintahan Republik Indonesia karena memiliki tugas dalam menghimpun penerimaan negara melalui pajak. Dalam satu dasawarsa ini, kurang lebih 75% penerimaan negara berasal dari pajak. Hampir seluruh aspek pembangunan infrastruktur negara berhubungan langsung dengan kemampuan Direktorat Jenderal Pajak dalam menghimpun penerimaan pajak.

Penelitian ini dimaksudkan untuk menguji kesesuaian antara teori dan praktek *Public Relations* pada Instansi Pemerintah, Landasan teorinya adalah melalui pendekatan Peran *Public Relations* sebagai Penasehat Ahli (*Expert Prescriber*), Fasilitator Komunikasi (*Communication Facilitator*), Fasilitator proses pemecahan masalah (*Problem Solving Process Facilitator*) dan pendekatan Tekhnisi Komunikasi (*Technician Communication*) Teori yang dikembangkan oleh Dozier, D.M., & Broom, G.M. 1995. "*Evolution of The Manager Role in Public Relations Practice*". *Journal of Public Relations Research*". Jenis penelitian yang dipakai oleh peneliti saat ini adalah jenis deskriptif kualitatif yang mempelajari masalah-masalah yang ada serta tata cara kerja yang berlaku. Adapun metode yang dipilih penulis adalah studi kasus.

Sebagai fasilitator dalam sosialisasi *E-Filing*, hasil penelitian di lapangan menunjukkan bahwa KPP Pratama Jakarta kembangan telah bertindak Sebagai *Praktisi Public Relations*. Sebagai Tehnician Komunikasi dalam Sosialisasi *E-filing* dalam sosialisasi *E-Filing* juga telah berperan sebagai *communication technician*. Sebagai pakar *Public Relations (Expert Prescriber)* dalam Sosialisasi *E-filing*, KPP Pratama Jakarta Kembangan memiliki tenaga ahli yang handal, Sebagai *problem solver* memiliki mekanisme pemecahan secara berjenjang.

Sebagai *Praktisi Public Relation* KPP Pratama Jakarta kembangan telah bertindak sebagai penasihat ahli, fasilitator komunikasi, fasilitator pemecahan masalah dan bertindak sebagai teknisi komunikasi.

Kata Kunci : Fasilitator Komunikasi, Penasehat Ahli, Tekhnisi Komunikasi, Fasilitator Pemecahan Masalah.