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Strategi Komunikasi Dalam Membangun Awareness Masyarakat Terhadap Pemanfaatan Teknologi Blockchain (Studi Kasus Pada Asosiasi Blockchain Indonesia)

Jumlah Halaman : 107 Halaman + 49 Lampiran
Bibliografi : 8 buku + 13 Jurnal Nasional dan internasional + 3 Internet

ABSTRAK

Melihat jumlah pencurian data berbasis internet semakin meningkat. Diperlukan inovasi baru dalam menangani pencurian data yang terjadi di masyarakat. Inovasi dalam bentuk teknologi baru sebagai solusi yang dapat membantu mengurangi pencurian data virtual adalah teknologi Blockchain. Namun teknologi Blockchain masih belum diketahui oleh publik dan perusahaan di Indonesia. Berdasarkan fenomena ini, penelitian ini bertujuan untuk menentukan strategi komunikasi dalam membangun kesadaran publik tentang penggunaan teknologi Blockchain. Penelitian ini bersifat deskriptif dengan pendekatan studi kasus kualitatif.

Hasil penelitian ini menunjukkan bahwa strategi komunikasi Asosiasi Blockchain membangun kesadaran publik tentang penggunaan teknologi Blockchain. Pada tahap fact finding di temukan bahwa mengapa teknologi blockchain tidak terkenal yaitu: 1. Teknologi Blockchain memiliki dua sisi yang sangat luas, 2. Masyarakat merasa takut terhadap teknologi blockchain, 3. Paradigm bahwa data privasi itu tidak terlalu penting, dan dari segi komunikasi terjadi hambatan yaitu dari sisi pesan dan komunikasi. Tahap kedua planning yaitu menggunakan preventif program dan remedial program dengan tujuan agar mengurangi hambatan komunikasi. Tahap action strategi komunikasi menggunakan cara redundancy dan repetisi untuk meningkatkan kesadaran masyarakat. Pada tahap terakhir kesimpulan yaitu bahwa asosiasi blockchain Indonesia masih harus meningkatkan penggunaan media serta memperbaiki pesan agar mudah di terima masyarakat.

Kesimpulan melalui analisis swot maka strategi yang dapat digunakan adalah kegiatan off-air. Melalui tahap analisis dan di buat perencanaan dengan melihat fakta dan terbentuklah strategi komunikasi asosiasi blockchain Indonesia yaitu preventif

program dalam bentuk seminar, workshop dan talkshow, serta remedial program. Dari perencanaan tersebut maka actions yang daapt di lakukan dengan melihat fungsi Public relation yaitu teknisi komunikasi dengan mengelola pesan baik online dan offline.

Kata kunci : Strategi komunikasi, Awareness, teknologi Blockchain





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Communication Strategy in Building Community Awareness of the Utilization of Blockchain Technology (Case Study at the Indonesian Blockchain Association)

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Abstract

Seeing the number of internet-based data theft is increasing. New innovations are needed in dealing with data theft that occurs in the community. Innovation in the form of new technology as a solution that can help reduce virtual data theft is Blockchain technology. But Blockchain technology is still unknown by the public and companies in Indonesia. Based on this phenomenon, this study aims to determine communication strategies in building public awareness about the use of Blockchain technology. This research is descriptive with a qualitative case study approach.

The results of this study indicate that the Blockchain Association's communication strategy builds public awareness about the use of Blockchain technology. At the fact finding stage it was found that why blockchain technology is not well known, namely: 1. Blockchain technology has two very broad sides, 2. People are afraid of blockchain technology, 3. Paradigm that privacy data is not too important, and in terms of communication there are obstacles that are in terms of messages and communicants. The second stage of planning is to use preventive programs and remedial programs with the aim of reducing communication barriers. The action phase of the communication strategy uses the way of redundancy and repetition to increase public awareness. At the last stage, the conclusion was that the Indonesian blockchain association still had to increase media usage and improve messages to be easily accepted by the community.

Conclusions through swot analysis the strategies that can be used are off-air activities. Through the analysis phase and planning is made by seeing the facts and forming the Indonesian blockchain association communication strategy that is preventive programs in the form of seminars, workshops and talk shows, and remedial programs. From these readings the actions that can be done by looking at the function

of Public relations are communication technicians by managing messages both online and offline.

Keywords: communication strategy, awareness, Blockchain technology

