



UNIVERSITAS MERCU BUANA
PROGRAM PASCA SARJANA
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Judul : *Strategy for Using Social Media of the Republic of Indonesia House Publicize the KPK Special Committee Questionnaire Performance*
Halaman 97 + Gambar 5 + Tabel 3 + Lampiran 6
Bibliografi : Buku Pustaka 27 + Jurnal 10 + Web 2

ABSTRACT

The formation of the KPK Special Committee Questionnaire by the Indonesian Parliament was rejected by a number of parties. KPK Special Committee Questionnaire Performance also received negative coverage from the mainstream media outside the DPR RI. The Print Media and Social Media Section seeks to preach the KPK Special Committee Questionnaire. Various activities of the KPK Special Committee Questionnaire were published through all the media in the DPR, both print, online and social media.

A strategy is needed to ward off various reports which tend to be negative to the KPK inquiry committee. The development of the internet that is increasingly advanced, the increasing number of social media users, and features that support publication, encourage the Print and Social Media Section of the Indonesian Parliament to optimize the use of Facebook, Twitter and Instagram.

The qualitative method is based on the constructivism paradigm which holds that knowledge is not only the result of experience of facts, but also the result of the construction of the thought of the subject under study. In-depth interviews and observations are used by researchers as a technique for data collection.

The strategy of using social media is used by the Republic of Indonesia's House of Representatives' Print and Social Media Section by optimizing the various features available on Facebook, Twitter and Instagram social media, to publicize the performance of the KPK Special Committee Questionnaire to the public.

Keywords: Strategy, Media, Social Media, Publications, KPK Questionnaire Special Committee, Performance



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Judul : Strategi Penggunaan Media Sosial DPR RI Dalam
Mempublikasikan Kinerja Pansus Angket KPK
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ABSTRAK

Pembentukan Pansus Angket KPK oleh DPR RI mendapat penolakan dari sejumlah pihak. Kinerja Pansus Angket KPK juga mendapat pemberitaan negatif dari media *mainstream* di luar DPR RI. Bagian Media Cetak dan Media Sosial berupaya memberitakan Pansus Angket KPK. Berbagai kegiatan Pansus Angket KPK dipublikasikan melalui seluruh media DPR RI, baik media cetak, media online, dan media sosial.

Perlu strategi untuk menangkal berbagai pemberitaan yang cenderung negatif kepada Pansus Angket KPK. Perkembangan internet yang semakin maju, pengguna media sosial yang kian banyak, dan fitur-fitur yang mendukung publikasi, mendorong Bagian Media Cetak dan Media Sosial DPR RI mengoptimalkan penggunaan Facebook, Twitter, dan Instagram.

Metode kualitatif berlandaskan paradigma konstruktivisme yang berpandangan bahwa pengetahuan itu bukan hanya merupakan hasil pengalaman terhadap fakta, tetapi juga merupakan hasil konstruksi pemikiran subjek yang diteliti. Wawancara mendalam dan observasi digunakan peneliti sebagai teknik untuk pengumpulan data.

Strategi penggunaan media sosial digunakan Bagian Media Cetak dan Media Sosial DPR RI dengan mengoptimalkan berbagai fitur yang ada di media sosial Facebook, Twitter, dan Instagram, guna mempublikasikan kinerja Pansus Angket KPK kepada khalayak.

Kata kunci: *Strategi, Media, Media Sosial, Publikasi, Pansus Angket KPK, Kinerja*