

Program Divhumas Polri Dalam Menjalin Hubungan Baik Dengan Media Massa.
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Bibliografi : 22 acuan, Tahun 2010-2021 + 3 data *website*

ABSTRAK

Didasari pada hubungan antara media massa dengan kepolisian negara republik Indonesia yang genting bagi pemenuhan informasi publik seperti yang tercantum pada Perkap no.6 tahun 2017 bahwa salah satu prinsip pelaksanaan tugas POLRI adalah transparansi sehingga dibutuhkan publikasi. Melalui serangkaian kegiatan yang ada, publikasi dilakukan oleh Divisi Humas Polri lewat program komunikasi mumpuni. Program komunikasi ini dirancang salah satunya untuk menjalin hubungan baik dengan media massa sebagai salah satu alat perpanjangan pesan Polri kepada publiknya.

Teori dan konsep yang digunakan dalam penelitian ini mengacu pada teori empat langkah proses Public Relations oleh Cutlip and Center yaitu *Defining Problem* (Perumusan Masalah); *Planning and Programing* (Perencanaan dan pemrograman); *Action and communicating* (Aksi dan Komunikasi); *Evaluating* (Evaluasi) dan penerapan konsep *Strategic Planning* oleh Smith dengan 3 (tiga) fase yaitu, Fase Penelitian Formatif; Fase Strategi; dan Fase Penelitian Evaluasi.

Penelitian ini menggunakan metode deskriptif kualitatif. Pengumpulan data dilakukan dengan wawancara semi struktur dan observasi. Penelitian dilaksanakan berlokasi di Jakarta. Data primer dikumpulkan dengan wawancara dengan *key-informan* yakni Kepala bagian Penerangan Umum Divisi Humas Polri serta informan Kepala Sub bagian opini dan evaluasi. Sementara data sekunder didapatkan melalui kajian pustaka yaitu buku-buku, dokumen, literatur serta situs-situs internet yang memiliki relevansi kuat dengan objek penelitian. Penelitian ini memfokuskan pada proses perencanaan, dalam menjalin hubungan baik dengan media massa.

Berdasarkan hasil penelitian dan analisis data diperoleh kesimpulan bahwa: Program komunikasi divhumas didasari hasil analisis dan bulir pedoman Resntra (rencana Strategis). Program dibentuk melalui tahapan analisis situasi dan kondisi; penetapan fokus; penetapan tujuan; hingga penyusunan rangkaian kegiatan. Ditetapkan terdapat 10 giat utama berjangka pendek dalam program komunikasi dengan media. *Output* dari pelaksanaan giat selanjutnya dievaluasi dengan hasil menunjukkan bahwa publikasi humas polri belum dilaksanakan secara maksimal, dikarenakan public lebih memilih mencari tahu sendiri melalui mesin pencarian dan *media sosial* dibanding membaca, mendengar, atau menonton media massa.

Kata kunci: *Program Komunikasi; Media Massa; Publikasi; Public Relations; Media Relations*



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Communication Program Of Indonesian Police Public Relation In Establish Good Relations With Mass Media

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ABSTRACT

Based on the relationship between the mass media and the state police of the Republic of Indonesia, which is basic for the fulfillment of open data, as expressed in Perkap no. 6 of 2017 that one of the standards of actualizing the obligations of the Indonesian National Police is straightforwardness, so distribution is required. Through an arrangement of existing exercises, distributions are carried out by the Police Open Relations Division through a qualified communication program.

The theories and concepts used in this study refer to the four-step theory of the Public Relations process by Cutlip and Center, namely Defining Problems (Problem Formulation); Planning and Programing (Planning and programming); Action and communicating (Action and Communication); Evaluating and implementing the Strategic Planning concept by Smith with 3 (three) phases, namely, the Formative Research Phase; Strategy Phase; and Evaluation Research Phase.

This study used descriptive qualitative method. Data was collected by means of semi-structured interviews and observation. The research was conducted in Jakarta. Primary data was collected by interviewing key-informants, namely the Head of the Public Information Division of the Police Public Relations Division and the informant from the Head of the Opinion and Evaluation Sub-section. secondary data is obtained through literature review, namely books, documents, literature and internet sites that have strong relevance to the object of research. This research focuses on the planning process, in establishing good relations with the mass media.

Based on the results of research and data analysis, it can be concluded that: The Divhumas communication program is based on the results of the analysis and the text of the Resntra guidelines (Strategic plan). The program is formed through the stages of situation and condition analysis; fixation of focus; goal setting; to the preparation of a series of activities. There are 10 main short-term activities in the communication program with the media. The output of the active implementation is then evaluated with the results showing that the publication of the National Police Public Relations has not been carried out optimally, because the public prefers to find out for themselves through search engines and social media rather than reading, listening, or watching mass media.

Keywords: Communication Program; Mass media; Publication; Public Relations; Media Relations