

ABSTRAK

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Strategi Humas Polda DIY dalam Mensosialisasikan Program Aplikasi Polisi

Kita Periode Agustus – Februari 2017

Tahun: 2017 + 179 Halaman + 3 Tabel + 27 Gambar

Daftar Pustaka: 18 Buku + 2 Jurnal + 6 Internet + 3 Majalah + 1 Materi

Kepolisian Republik Indonesia Daerah Istimewa Yogyakarta (Polda DIY) menggagas sebuah aplikasi pelayanan publik berbasis android yakni Polisi Kita. Polisi Kita bertujuan agar masyarakat DIY dapat melaporkan segala bentuk permasalahan yang terjadi di lingkungan secara cepat, mudah dan *real-time*. Aplikasi tersebut digagas sesuai dengan kebijakan Promoter Kapolri yakni ‘Peningkatan Pelayanan Publik Yang Lebih Mudah Bagi Masyarakat Berbasis Teknologi Informasi (TI)’ dan Nawacita Presiden RI ‘Negara Hadir Di Tengah Masyarakat’.

Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teknik pengumpulan data yang dilakukan adalah wawancara dan dokumentasi. Tujuan dari penelitian ini adalah mendeskripsikan strategi Humas Polda DIY dalam mensosialisasikan program aplikasi Polisi Kita periode Agustus – Februari 2017.

Hasil penelitian bahwa strategi yang dilakukan Bid Humas Polda DIY dalam mensosialisasikan aplikasi Polisi Kita periode Agustus – Februari 2017 melalui 3 (tiga) proses antara lain perencanaan, pelaksanaan, dan evaluasi. Perencanaan dilakukan Kapolda DIY bersama Bid Humas untuk segera mensosialisasikan Polisi Kita kepada publik luas tanpa adanya penelitian terlebih dahulu dan rancangan strategi yang maksimal sehingga aplikasi langsung ditawarkan kepada masyarakat. Pelaksanaan kegiatan sosialisasi dilaksanakan menyesuaikan dengan kegiatan Bid Humas yang telah dirancang sejak awal tahun melalui media elektronik, media pertemuan, dan media sosial dengan menggunakan 5 (lima) pendekatan Strategi Humas (Operasional, Persuasif dan Edukatif, Tanggungjawab Sosial Humas, Kerjasama, Koordinatif dan Integratif). Evaluasi tidak dilakukan secara formal melibatkan seluruh anggota Bid Humas dan Satuan Kerja yang berkaitan melainkan langsung melalui arahan Kapolda sebagai pimpinan tertinggi.

Kata kunci: Humas, Strategi Humas, Aplikasi Polisi Kita Polda DIY

ABSTRACT

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The Strategy of Public Relations Polda DIY in Disseminating Application

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The police force of Republic Indonesia in Daerah Istimewa Yogyakarta (Polda DIY) has initiated an android-based public service application namely Polisi Kita. The aim of Polisi Kita is for the citizens of DIY to report all types of problem that occurred in a residential area in real time report quickly and precisely. The application was conceived in accordance with the policy of the Promoter of the Kapolri, 'Increased Public Services Easier for The Community-based Information Technology (IT)' and Nawacita President of The Republic of Indonesia is 'The State can be Present in The Community'.

This research used qualitative research methods, descriptive data collection techniques were conducted through interviews and documentation. The purpose of this study is to describe the strategy of public relations of Polda DIY (Bid Humas) in disseminating Polisi Kita application program period August – February 2017.

The result of this research is the strategy done by Bid Humas Polda DIY in disseminating Polisi Kita application program period August – February 2017 had been through 3 (three) processes such as planning, implementation, and evaluation. Planning done by the Kapolda DIY together with Bid Humas to immediately disseminate Polisi Kita to the public without any prior research and maximum strategy design so that the application was directly launched to the public. The implementation of socialization activities was carried out for the purposes of Bid Humas activities that had been designed since the beginning of the year through the electronic media, media conferences, and social media using 5 (five) Public Relations Strategical approaches (Operational, Persuasive and Educative, Social Responsibility of Public Relations, Cooperation, Coordinative and Integrative). Evaluation was not done formally and was not involving all members of the Bid Humas and work-related unit but rather directly through the direction of Kapolda DIY as Commander-in-Chief.

Key words: Public Relations, Public Relations Strategies, Application Polisi Kita of Polda DIY.