

Analisis komunikasi internal dalam mendukung pelaksanaan manajemen perubahan organisasi : studi kasus implementasi Program Reformasi Birokrasi di Kementerian Perdagangan = Analysis on internal communication in supporting organization change management : case study on the implementation of Bureaucratic Reform program at the Ministry of Trade

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Abstrak

Tesis ini menganalisis komunikasi internal di Kementerian Perdagangan (Kemendag) dalam konteks manajemen perubahan berdasarkan teori Strategic Communication Model dari Roger D'Aprix. Penelitian dilatarbelakangi fakta bahwa komunikasi internal belum menjadi perhatian serius di banyak kementerian/lembaga pemerintah. Penelitian ini adalah penelitian kualitatif deskriptif dan berbasis studi kasus.

Hasil penelitian menunjukkan bahwa komunikasi internal di Kemendag belum berperan secara ideal dalam mendukung pelaksanaan manajemen perubahan karena belum direncanakan secara strategis dengan pendekatan yang komprehensif.

Salah satu saran yang dikemukakan peneliti adalah pentingnya kajian-kajian akademis yang dapat membantu kementerian/lembaga melaksanakan komunikasi internal, bukan hanya terbatas pada sosialisasi program, tetapi terkait pengembangan ilmu kehumasan pemerintahan untuk memfasilitasi dan/atau mengelola perubahan, pemanfaatan IMC (integrated marketing communication) di K/L atau social marketing untuk mendapatkan dukungan staf dalam mencapai tujuan organisasi.

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This thesis analyzes internal communication practices in managing change based on the theory of Strategic Communication Model from Roger D'Aprix. The study is based on the fact that many ministries/government organizations have not yet put serious attention to internal communication. This is a descriptive qualitative research based on a case study.

The research results show that internal communication has not provided ideal support to change management in the Ministry, as it is not planned strategically using a comprehensive approach.

One of recommendations provided by the researcher is the importance of having academic studies to help government bodies to implement better internal communication which is not limited only to socialization, but to improve public relations skills for facilitating and/or managing changes in the organization, the use of IMC (integrated marketing communication) approach or social marketing to get staff support in achieving organization's objectives.