

Evaluasi pelaksanaan strategi komunikasi kampanye anti korupsi kasus pada pelaksanaan strategi komunikasi aksi pendidikan dan budaya anti korupsi di Kementerian Komunikasi dan Informatika = Evaluation of strategic communication implementation on anti corruption campaign case of strategic communication implementation on anti corruption education and culture at ministry of Information and Communication Technology

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Abstrak

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Latar belakang penelitian ini adalah adanya komitmen bersama pemerintah dalam rangka pencegahan dan pemberantasan korupsi secara nasional untuk mewujudkan penyelenggaraan Negara yang bersih dan berwibawa, salah satunya melalui pelaksanaan strategi komunikasi Pendidikan dan Budaya Anti Korupsi. Strategi komunikasi melalui kampanye komunikasi ini bertujuan untuk mengembangkan budaya anti korupsi secara efektif dan efisien di lingkungan aparatur pemerintahan. Sebagai suatu kampanye perubahan sosial (ideological or cause-oriented campaign- Charles U. Larson), maka diperlukan serangkaian kegiatan komunikasi yang dirancang dan dapat diimplementasikan secara efektif sesuai dengan tujuan. Penelitian ini bertujuan membahas tentang Evaluasi Strategi Komunikasi Kampanye Anti Korupsi di Kementerian Komunikasi dan Informatika. Penelitian ini merupakan penelitian kualitatif deskriptif.

Dalam penelitian ini dibahas tentang bagaimana perencanaan kampanye komunikasi dilakukan untuk mendukung kegiatan Pendidikan dan Budaya Anti Korupsi dengan unit kerja pilot project Direktorat Operasi Sumber Daya. Unit kerja ini memiliki layanan perizinan yang dianggap rentan terhadap praktik korupsi.

Berdasarkan evaluasi tahap formatif dan pelaksanaan ditemukan fakta bahwa pesan yang disampaikan dalam kampanye dianggap mampu mempersuasi khalayak untuk menghindari tindakan korupsi, khususnya menghindari gratifikasi dan suap. Namun di sisi lain, pesan yang diangkat ini tidak sesuai dengan rencana strategi komunikasi yang ingin mengangkat nilai disiplin dan keterbukaan. Penggunaan media komunikasi interpersonal seperti kegiatan tatap muka dinilai dapat menjadi pelengkap (supplementation) dalam kampanye perubahan sosial, sehingga akan sukses.

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ABSTRACT

The background of this research is the shared commitment of the government in preventing and eradicating corruption nationally to actualize the implementation of clean and respectable country, through the implementation of communication strategy of The Anti-Corruption Education and Culture. Strategic communication through communication campaign aims to develop a culture of anti-corruption effectively and efficiently in the government agency. As a social change campaign (ideological or cause-oriented campaign- Charles U. Larson), it would require a series of communication activities designed to be effectively implemented in order to achieve certain goals.

This study aims to discuss the Evaluation of Strategic Communication Implementation on Anti-Corruption Campaign at the Ministry of Communication and Information Technology. This research is a descriptive qualitative research. This study discussed how communication campaign planning undertaken to support the activities of the Anti-Corruption Education and Culture pilot project with the working unit of the Directorate of Radio Frequency Spectrum Resources Operation. The work unit was chosen because it has a licensing service that is considered vulnerable to corruption.

Based on the evaluation and implementation of the formative phase, it was discovered that the messages conveyed in the campaign is considered able to persuade the public to avoid corruption, especially to avoid gratification and bribery. But on the other hand, the message does not correspond with the communication strategy planned in raising the value of discipline and openness. The use of interpersonal communication media such as face-to-face activities is considered to be complementary/supplementation in social change campaigns, so it will be a success;The background of this research is the shared commitment of the government in preventing and eradicating corruption nationally to actualize the implementation of clean and respectable country, through the implementation of communication strategy of The Anti-Corruption Education and Culture. Strategic communication through communication campaign aims to develop a culture of anti-corruption effectively and efficiently in the government agency. As a social change campaign (ideological or cause-oriented campaign- Charles U. Larson), it would require a series of communication activities designed to be effectively implemented in order to achieve certain goals.

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