

Evaluasi perencanaan kampanye komunikasi kebijakan transparansi informasi = Evaluation of communication campaign plan of information transparency policy

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Abstrak

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Pelaksanaan kampanye komunikasi transparansi informasi berawal dari dorongan situasi internal dan eksternal yang menuntut keterbukaan informasi publik untuk penyelenggaraan negara yang lebih baik. Fungsi PR Pemerintah dalam melaksanakan kampanye komunikasi tersebut dijalankan oleh Kemkominfo dengan menggunakan kekuatan dan potensinya sebagai lembaga yang kredibel, memiliki sumberdaya dan anggaran yang mendukung. Berdasarkan tahap perencanaan kampanye dari Gregory (2000), Kemkominfo telah melakukan perencanaan yang cukup baik. Perumusan panduan pesan, strategi, taktik dan analisis khalayak yang dilakukan sudah baik dan mampu diarahkan pada pencapaian tujuan yang efektif. Namun demikian, terdapat beberapa hal yang dinilai masih kurang, diantaranya perumusan tujuan yang dilakukan terlalu melebar dan tidak fokus, tidak adanya tema kampanye sebagai dasar pembentukan variasi pesan, serta kurang detilnya perumusan waktu kampanye komunikasi.

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ABSTRACT

Information Transparency Communication Campaign was started from the push of internal and external situation which demanding public information openness to support a good governance. Government PR function which is held by Ministry of Communication and Information Technology has shown strength and opportunity as a credible institution, with good human resources and sufficient budget. Based on campaign planning stages by Gregory (2000), Ministry of Communication and Informatics has made a good communication campaign plan. The message guideline, strategy, tactics and audience mapping were well-formulated, and could give strong impact to effectiveness of the campaign. But however, there are the things that should be improved. The goals formulation were too wide and unfocused, the campaign had no theme, and the time formulation were less-detailed.;

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