

Analisis komunikasi publik bidang kesehatan terhadap kontroversi pekan kondom nasional tahun 2013 = Analysis of public communication in health sector to the controversy of national condom week in 2013

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Abstrak

Tesis ini menganalisis penyelenggaraan komunikasi publik bidang kesehatan terhadap kontroversi Pekan Kondom Nasional Tahun 2013 (PKN 2013) ditinjau dari aspek yuridis dan komunikasi krisis. Kontroversi PKN 2013 dipicu beredarnya isu pembagian kondom gratis dan bus kondom yang menimbulkan penolakan publik. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi deskriptif melalui content analysis, studi dokumentasi, dan wawancara mendalam. Hasil penelitian menunjukkan kurang terbukanya badan publik (Kemenkes, KPAN, dan DKT Indonesia) menginformasikan PKN 2013 dan reaktifnya sikap pihak pemerintah mengelola komunikasi krisis PKN 2013. Hasil penelitian menyarankan meregulasi kebijakan komunikasi publik dua arah yang proaktif.

.....This thesis analyzes the implementation of public communication in health sector to the controversy of National Condom Week in 2013 (NCW 2013) in term of juridical aspect and crisis communication. The controversy of NCW 2013 was triggered by the spread of the issues of free condom distribution and condom bus that cause public rejection. This research is qualitative approach with descriptive study design. The results showed lack of transparency in public bodies (Ministry of Health, National AIDS Commission, and DKT Indonesia) to inform NCW 2013 and reactive attitude of the government to manage the crisis communication of NCW 2013. The researcher suggests regulating the two-way public communication policy that is proactive.