

Komunikasi pemasaran yang efektif pada sistem open government : Studi kualitatif pada program open government Indonesia di Unit Kerja Presiden Bidang Pengawasan dan Pengendalian Pembangunan = The effectiveness of marketing communication within open government system : Qualitative study on open government system at President's Delivery Unit for Development Monitoring and Oversight

Nita Puspasari Ibrahim, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404699&lokasi=lokal>

Abstrak

[ABSTRAK
Tulisan ini mengkaji perihal teknik komunikasi pemasaran efektif yang dilakukan oleh tim Open Government Indonesia (OGI) yang berada di bawah unit kerja presiden bidang pengawasan dan pengendalian pembangunan. Penelitian ini sendiri memiliki tujuan untuk mengetahui komunikasi pemasaran yang efektif di program OGI dalam rangka meraih partisipasi publik. Menggunakan metode penelitian kualitatif dengan teknik wawancara mendalam, diperoleh hasil penelitian bahwa tim OGI telah cukup aktif mengadaptasi teknik komunikasi pemasaran yang umum digunakan oleh lembaga profit namun tetap menyesuaikan pada tujuan OGI yaitu merubah perilaku positif masyarakat dalam hal bernegara, namun sulit untuk mengukur kesuksesan dikarenakan belum adanya bukti nyata dari hal tersebut, tetapi Tim OGI yakin kedepannya akan banyak mendapatkan kesempatan untuk mendapatkan banyak dukungan khususnya dalam hal memasarkan OGI di tingkat nasional karena lahirnya pemimpin ? pemimpin di Indonesia yang mendukung nilai ? nilai OGI. Akhir tulisan ini menyimpulkan bahwa OGI yang menerapkan konsep komunikasi pemasaran dengan pendekatan Brand Strategy perlu untuk merubah posisi OGI agar bersentuhan langsung dengan kebutuhan dasar masyarakat dalam rangka meraih dukungan dari berbagai pihak berpengaruh.<hr>

ABSTRACT
This essay will examine regarding to the technique of effectiveness marketing communications conducted by a team from Open Government Indonesia (OGI) which is under President's Delivery Unit for Development Monitoring and Oversight. This research alone has objective to find out the effectiveness of marketing communications techniques in a OGI program in order to gain public participation. Using qualitative research methods with in depth interview technique, obtained the results of research that the team of OGI has considerable actively adapting technique of marketing communications that commonly used by the profit organizations but still adjust on the OGI's objective, which is the positive behavior change in society in terms of having state, but it is difficult to measure success was due to the absence of a clear evidence of it, but the team of OGI believes in the future they will get many chance to gain a lot of support in terms of widen OGI's market at a national level because the birth of the leaders in indonesia who support the value of OGI .The end of this writing concluded that OGI who implement the concept of marketing communications with the brand strategy approach needs to change the positioning to create direct contact with the basic needs of the community in order to gain support from various influential parties.;This essay will examine regarding to the technique of effectiveness marketing communications conducted by a team from Open Government Indonesia (OGI) which is under President's Delivery Unit for Development Monitoring and Oversight. This research alone has objective to find out the effectiveness of marketing communications techniques in a OGI program in order to gain public participation. Using

qualitative research methods with in depth interview technique, obtained the results of research that the team of OGI has considerable actively adapting technique of marketing communications that commonly used by the profit organizations but still adjust on the OGI's objective, which is the positive behavior change in society in terms of having state, but it is difficult to measure success was due to the absence of a clear evidence of it, but the team of OGI believes in the future they will get many chance to gain a lot of support in terms of widen OGI's market at a national level because the birth of the leaders in indonesia who support the value of OGI .The end of this writing concluded that OGI who implement the concept of marketing communications with the brand strategy approach needs to change the positioning to create direct contact with the basic needs of the community in order to gain support from various influential parties.;This essay will examine regarding to the technique of effectiveness marketing communications conducted by a team from Open Government Indonesia (OGI) which is under President's Delivery Unit for Development Monitoring and Oversight. This research alone has objective to find out the effectiveness of marketing communications techniques in a OGI program in order to gain public participation. Using qualitative research methods with in depth interview technique, obtained the results of research that the team of OGI has considerable actively adapting technique of marketing communications that commonly used by the profit organizations but still adjust on the OGI's objective, which is the positive behavior change in society in terms of having state, but it is difficult to measure success was due to the absence of a clear evidence of it, but the team of OGI believes in the future they will get many chance to gain a lot of support in terms of widen OGI's market at a national level because the birth of the leaders in indonesia who support the value of OGI .The end of this writing concluded that OGI who implement the concept of marketing communications with the brand strategy approach needs to change the positioning to create direct contact with the basic needs of the community in order to gain support from various influential parties., This essay will examine regarding to the technique of effectiveness marketing communications conducted by a team from Open Government Indonesia (OGI) which is under President's Delivery Unit for Development Monitoring and Oversight. This research alone has objective to find out the effectiveness of marketing communications techniques in a OGI program in order to gain public participation. Using qualitative research methods with in depth interview technique, obtained the results of research that the team of OGI has considerable actively adapting technique of marketing communications that commonly used by the profit organizations but still adjust on the OGI's objective, which is the positive behavior change in society in terms of having state, but it is difficult to measure success was due to the absence of a clear evidence of it, but the team of OGI believes in the future they will get many chance to gain a lot of support in terms of widen OGI's market at a national level because the birth of the leaders in indonesia who support the value of OGI .The end of this writing concluded that OGI who implement the concept of marketing communications with the brand strategy approach needs to change the positioning to create direct contact with the basic needs of the community in order to gain support from various influential parties.]