

Strategi meningkatkan kepuasan masyarakat terhadap layanan informasi melalui media sosial: studi kasus Kementerian Pendidikan dan Kebudayaan = Strategy for improving citizen satisfaction on information service through social media: a case study of the Ministry of Education and Culture

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Abstrak

Saat ini layanan informasi melalui media sosial dipandang sebagai sebuah layanan penting bagi instansi pemerintah termasuk Kementerian Pendidikan dan Kebudayaan. Jumlah follower akun media sosial Kemdikbud tumbuh cepat namun kepuasan masyarakat belum sesuai harapan. Tidak adanya strategi dan masih rendahnya kualitas informasi merupakan penyebab dari masalah tersebut. Penelitian ini bertujuan menyusun strategi media sosial dan indikator kinerja untuk meningkatkan kualitas informasi media sosial Kemdikbud.

Metodologi penelitian yang digunakan adalah action research. Data dikumpulkan melalui wawancara, observasi, dan survei. Strategi media sosial disusun dengan mengadopsi kerangka kerja Third Wave dan menggunakan analisis SWOT. Penelitian ini menemukan bahwa kualitas informasi intrinsik sangat penting bagi kepuasan masyarakat. Penelitian ini menghasilkan 6 strategi pengelolaan: 1 strategi people, 4 strategi konten, 1 strategi platform, dan 8 indikator kinerja.

..... Nowadays information service through social media is considered as an important service for government agency including Ministry of Education and Culture. In Kemdikbud, number of social media followers are growing larger but people's satisfaction is still below expectation. The lack of strategies and poor information quality are considered to be main factors causing the problem. The aim of this study is to formulate media social strategies and performance indicators to improve information quality on information service through social media in Kemdikbud.

This research used action research methodology. Data were collected through some interviews, observations, and surveys. The strategies are formulated by adopting The Third Wave Media Social Strategy Framework and using SWOT analysis. In this research, it was found that intrinsic information quality is important for people's satisfaction. This research formulated 6 managerial strategies: 1 people strategy, 4 content strategies, 1 platform strategy, and 8 performance indicators.