

## Analisis implementasi e-government public relations pada Kementerian Pekerjaan Umum dan Perumahan Rakyat = The analysis of e-government public relations implementation at Ministry of Public Works and Housing

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### Abstrak

Penelitian ini bertujuan menganalisa strategi E-Government Public Relations Kementerian Pekerjaan Umum dan Perumahan Rakyat dalam membangun reputasi organisasi. Teori yang digunakan adalah teori kehumasan dalam dunia pemerintahan, konsep E-Government Public Relations, teori reputasi organisasi, dan teori perencanaan strategis kehumasan. Penelitian ini merupakan penelitian kualitatif. Pengumpulan data dilakukan dengan wawancara mendalam serta observasi partisipatoris.

Hasil penelitian menunjukkan bahwa strategi E-Government Public Relations pada Kementerian Pekerjaan Umum dan Perumahan Rakyat menggabungkan empat karakteristik, yaitu: strategic, integrated, targeted, dan measurable yang diimplementasikan ke dalam rangkaian perencanaan strategis kehumasannya. Media internet yang digunakan dalam rangka membangun reputasi organisasi adalah situs dan media sosial.

*This research aims to analyze the strategy of E-Government Public Relations at the Ministry of Public Works and Housing in building the organization reputation. Theories that were applied are government public relations theory, the concept of E-Government Public Relations, reputation of organization theory, and strategic planning of public relations. This is a qualitative research. Data collected by indepth interviews and participatory observation.*

The results show that E-Government Public Relations strategy at the Ministry of Public Works and Housing incorporates four characteristics: strategic, integrated, targeted, measurable and implement them into PR strategic planning. Internet media used in order to establish the organization reputation are website and social media.