

Evaluasi strategi komunikasi program sosialisasi reformasi birokrasi (studi kasus pada program pencatatan nikah di Kementerian Agama) = Evaluation of the communication strategy on the socialization of bureaucratic reform program case study through one of the current feature called the civil registration programme at ministry of religion affair / Yuliani Marsum

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Abstrak

[Reformasi birokrasi Pemerintah Indonesia bertujuan untuk memberikan pelayanan yang cepat, transparan dan akuntabel. Tujuan penelitian ini adalah untuk mengevaluasi implementasi strategi komunikasi salah satu program reformasi birokrasi pemerintah, yaitu penyelenggaraan layanan unggulan pencatatan nikah di lingkungan Kementerian Agama. Penelitian ini menggunakan metodologi kualitatif deskriptif dengan pendekatan studi kasus intrinsik, melalui wawancara mendalam dengan responden terpilih dan dokumentasi.

Hasil penelitian dan pembahasan dengan lima orang narasumber menunjukkan bahwa strategi komunikasi pada program pelayanan pencatatan nikah di Kementerian Agama telah menerapkan kerangka Nine steps of Strategic Public Relations, yaitu analisa situasi, analisa organisasi, analisa publik, tujuan dan sasaran, tindakan dan respon strategi, komunikasi efektif, taktik komunikasi dan implementasi rencana strategis. Namun demikian terdapat beberapa step yang harus dioptimalisasikan; Bureaucratic Reform of the Indonesian Government aims to provide the better service for the public that is fast, transparent and accountable. The aim of this research is to evaluate the implementation of the communication strategy in one of the current feature program, which is the civil registration in the office of Religious Affairs, known as KUA. This research uses descriptive qualitative methodology with a case study approach.

The result of this research after having discussed by five expert resources had concluded that the communication strategy used in civil registration program in KUA right now is appropriate and effective by using Nine steps of Strategic Public Relations that includes situation analysis, organizational analysis, public analysis, goals and objectives, action and response strategies, effective communication, communication tactics and implementation of strategic plans. Although there are steps to be optimized, Bureaucratic Reform of the Indonesian Government aims to provide the better service for the public that is fast, transparent and accountable. The aim of this research is to evaluate the implementation of the communication strategy in one of the current feature program, which is the civil registration in the office of Religious Affairs, known as KUA. This research uses descriptive qualitative methodology with a case study approach.

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