

Penerapan excellence communication pada struktur hubungan masyarakat di perguruan tinggi negeri badan hukum (studi kasus pada Institut Teknologi Bandung dan Universitas Pendidikan Indonesia) =
Implementation of communication excellence in public relations structure in state higher education legal entity (case study at Bandung Institute of Technology)

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Abstrak

Tesis ini menelisik tentang aktivitas dan peran ideal struktur Hubungan Masyarakat yang mendukung organisasi dalam mencapai tujuannya. Penelitian ini bertujuan untuk melihat sejauh mana struktur Hubungan Masyarakat di Institut Teknologi Bandung menerapkan prinsip Excellence Communication pada aktivitas dan peran hubungan masyarakatnya. Prinsip Excellence Communication yang digunakan pada penelitian ini merupakan buah penelitian Excellence Theory yang dilakukan oleh James. E. Grunig dan para koleganya. Excellence Communication memiliki tiga aspek yang digambarkan ke dalam tiga lingkaran atau bulatan yaitu, aspek Knowledge Core, aspek Shared Expectation, Aspek Organizational Culture. Ketiga aspek tersebut saling berkaitan dan memiliki pengaruh dalam penerapan Excellence Communication dalam sebuah organisasi.

Penelitian ini menggunakan paradigma postpositivisme, pendekatan kualitatif dan bersifat deskriptif. Metode pengumpulan data adalah wawancara mendalam serta pengumpulan dokumen yang relevan terhadap penelitian.

Hasil penelitian menunjukkan bahwa ITB dalam penerapan Excellence Communication masih memiliki kendala pada aspek Knowledge Core dimana Top Communicator tidak memiliki pengetahuan yang cukup terkait pelaksanaan praktik humas yang ideal sebagaimana disampaikan pada premis Excellence Theory. Top Communicator pun masih menerapkan peran communication technician disamping peran idealnya sebagai communication manager. Kendala ini dapat dipahami dikarenakan Top Communicator berlatar belakang teknik dan di ITB tidak terdapat fakultas atau sekolah yang memproduksi pengetahuan ke-humasan. Pada kedua aspek lainnya yaitu Shared Expectation dan Organizational Culture, ITB telah menjalankan dan menerapkan kedua aspek tersebut secara ideal. Kata Kunci: Excellence Communication, Excellence Theory, Knowledge Core, Shared Expectation, Organizational Culture.

This research investigates activities and roles of public relations ideal structure that supports an organization in achieving its goals. This study aims to look at the extent to which the structure of public relations at the Bandung Institute of Technology ITB pertains the principles of Excellence Communication on its public relation activities and roles. Communication Excellence principle used in this study is the fruit of Excellence Theory Research conducted by James. E. Grunig and colleagues. Communication Excellence has three aspects described in three circles or spheres, namely, Core Knowledge, Shared Expectation, and Organizational Culture. These three aspects are interrelated, and they possess influence in the application of Excellence Communication within an organization.

This is a descriptive qualitative research under postpositivism paradigm. Data collection was gathered by depth interviews and desk research on relevant documents. This study uses postpositivism paradigm,

qualitative and descriptive approach. Methods of data collection is wawanprofound way and the collection of relevant documents to the research.

The results showed that ITB in the implementation of Communication Excellence still findsobstacles at Core Knowledge aspect in which Top Communicator does not have sufficient knowledge related to the implementation of public relations practices basedon the premise of Excellence Theory. Top Communicator still applies communicationtechnician role than ideal role as communications manager. These constraints can beunderstood due to Top Communicator has engineering backgrounds and there is nofaculties or schools in ITB that produce public relations knowledge. In two otheraspects, Shared Expectations and Organizational Culture, ITB has implemented andexposed these two aspects ideally. Key words Excellence Communication, Excellence Theory, Knowledge Core, SharedExpectation, Organizational Culture.</i>