

## Strategi komunikasi proaktif stakeholder dalam membangun stakeholder engagement: studi kasus Indonesia infrastructure roundtable = Pro-active strategy of stakeholder communication to develop stakeholder engagement: case study of Indonesia infrastructure roundtable

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### Abstrak

Keberhasilan sebuah program komunikasi akan sangat ditentukan oleh pemahaman tentang pihak-pihak yang berkepentingan (stakeholder) dan terkena dampak langsung atas program komunikasi tersebut. Tesis ini membahas mengenai strategi proaktif komunikasi stakeholder yang digunakan organisasi dalam membangun stakeholder engagement. Penelitian ini dilakukan dengan metode kualitatif deskriptif melalui pendekatan studi kasus untuk meneliti penggunaan strategi keterlibatan audiens dalam kegiatan dialog melalui kepentingan audiens (audience interest), partisipasi audiens (audience participation), umpan balik audiens (audience feedback) dan kegiatan-kegiatan pemicu (triggering events). Hasil penilaian kegiatan dalam hal kualitas prosedural (procedural quality), kualitas respon (responsiveness quality), dan kualitas hasil (quality of outcomes) menunjukkan hasil yang baik, namun level keterlibatan pemangku kepentingan (stakeholder engagement) yang dicapai masih berada pada level menengah (middle) karena tidak diikuti dengan kegiatan-kegiatan yang memicu pada level keterlibatan yang lebih tinggi (triggering event). Kegiatan-kegiatan pemicu tersebut akan mengikat audiens dalam hubungan yang lebih intens dan meningkatkan level keterlibatan pemangku kepentingan (stakeholder engagement).

.....The success of a communication program will be determined by the understanding of the parties concerned (stakeholders) and were directly affected on a communication program. The focus of this study is on the stakeholder communication strategies used by organization in achieving stakeholder engagement. This research is using qualitative method with the case study approach to research the use of audience engagement strategy in dialogue through audience interest, audience participation, audience feedback and triggering events. The research is showing good result in terms of procedural quality, responsiveness quality, and quality of outcomes, but showed moderate results in a level of stakeholder engagement because it is not followed by the triggering events. Triggering event will bind the audience in a more intense relationship that will ultimately enhance the level of stakeholder engagement.