

## Analisis implementasi kebijakan kehumasan bidang kesehatan di Kabupaten Tangerang tahun 2018 = Analysis of implementation of health public relations policy in Tangerang Regency in 2018

Asrina Novianti, author

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### Abstrak

Belum adanya indikator kinerja dalam pelaksanaan kehumasan bidang kesehatan di Kabupaten Tangerang berimplikasi terhadap target luaran yang dihasilkan menjadi tidak jelas. Pedoman Umum Kehumasan Bidang Kesehatan pun belum tersosialisasikan dengan baik sehingga masih ditemui adanya kendala untuk menjalankan pedoman tersebut secara menyeluruh. Belum adanya tim kehumasan dalam bentuk jabatan fungsional turut menjadikan peran kehumasan belum dapat berjalan sesuai dengan standar aturan yang berlaku. Penelitian ini bertujuan untuk menganalisis implemementasi kebijakan kehumasan bidang kesehatan di Kabupaten Tangerang dan melihat efektifitasnya berdasarkan teori Edward III.

Hasil penelitian ini diharapkan menjadi masukan untuk mengembangkan strategi kebijakan atau tindakan evaluasi yang tepat. Penelitian ini menggunakan metode kualitatif dengan teknik wawancara mendalam dan telaah dokumen. Hasil penelitian menunjukkan pelaksanaan kehumasan bidang kesehatan di Kabupaten Tangerang telah berjalan. Namun, masih belum optimalnya sosialisasi Pedoman Umum Kehumasan Bidang Kesehatan menghasilkan pemahaman yang kurang mendalam mengenai prinsip kegiatan kehumasan. Selain itu pula perlu ada indikator yang jelas dalam pelaksanaan kegiatan kehumasan yang bertumpu pada prinsip kegiatan kehumasan di PMK nomor 81 tahun 2015, agar implementasi kebijakan kehumasan bidang kesehatan dapat berjalan lebih baik di Kabupaten Tangerang.

*The absence of performance indicators in the implementation of public relations in the health sector in Tangerang Regency has implications for the resulting outcome targets to be unclear. The General Guidelines for Public Relations in the Health Sector have not been well socialized so that there are still obstacles in carrying out these guidelines in a comprehensive manner. The absence of a public relations team in the form of a functional position has also contributed to the role of public relations that has not been able to run in accordance with the applicable rules. This study aims to analyze the implementation of public relations policy in the health sector in Tangerang Regency and see its effectiveness based on the theory of Edward III. The results of this study are expected to be input for developing appropriate policy strategies or evaluation actions. This study uses qualitative methods with in-depth interview techniques and document review.*

The results of the study indicate that the implementation of public relations in the health sector in Tangerang Regency has been running. However, the socialization of the General Guidelines for Public Relations in the Health Sector has not yet been optimal, resulting in a less in-depth understanding of the principles of public relations activities. Besides that, it is also necessary to have clear indicators in the implementation of public relations activities that are based on the principle of public relations activities in PMK number 81 of 2015, so that the implementation of public relations policies in the health sector can run better in Tangerang Regency.