

Analisis Stakeholder Communication dalam Implementasi Kebijakan Kampus Merdeka = Analysis of Stakeholder Communication in Implementing Kampus Merdeka Policy

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Abstrak

Kebijakan Kampus Merdeka sebagai kebijakan baru membutuhkan dukungan dan komitmen dari stakeholder yang terlibat. Kurangnya pemahaman stakeholder yang diperlihatkan dengan adanya pro dan kontra dapat mengakibatkan implementasi kebijakan tidak berjalan optimal. Pengelolaan stakeholder communication yang tepat diperlukan guna menumbuhkan pemahaman sehingga tercipta dukungan dan komitmen dari stakeholder. Penelitian ini bertujuan untuk menganalisis pengelolaan stakeholder communication dalam implementasi kebijakan Kampus Merdeka. Penelitian ini menggunakan paradigma postpositivistik, pendekatan kualitatif, dan strategi penelitian studi kasus. Teknik pengumpulan data melalui wawancara dan studi dokumen. Hasil penelitian menunjukkan pengelolaan stakeholder communication dalam implementasi kebijakan Kampus Merdeka belum optimal dilihat dari analisis stakeholder yang belum dilakukan secara mendalam. Strategi komunikasi yang dilakukan oleh humas dalam implementasi kebijakan Kampus Merdeka lebih bersifat informatif. Strategi persuasif juga sudah diterapkan untuk menumbuhkan pemahaman stakeholder, sementara strategi dialog belum diterapkan secara maksimal.

Kampus Merdeka as new policy requires the support and commitment of stakeholders who involved. Lack of stakeholders understanding can cause the implementation of the policy not running optimally. Stakeholder communication needs to be done by organization appropriately in order to foster understanding so as to create support and commitment from stakeholders. This study aims to analyze the management of stakeholder communication in the implementation of Kampus Merdeka policy. This study uses a post positivism paradigm, a qualitative approach, and a case study as research strategy. Data collection techniques through interviews and document studies. The results showed that management of stakeholder communication in the policy implementation was not optimal, as seen from stakeholder analysis that had not been done in depth. Government public relations are more likely to use informative strategy in implementing Kampus Merdeka policy. Persuasive strategy has also been implemented to foster stakeholder understanding, while the dialogue strategy has not been implemented maximally.