

# Komunikasi Strategis dalam Membangun Reputasi Organisasi (Studi pada Kementerian Perhubungan) = Strategic Communication in Building Organization Reputation (Study at Kementerian Perhubungan)

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## Abstrak

Reputasi merupakan hal yang krusial bagi organisasi sektor publik karena dapat menghasilkan dukungan publik, perlindungan dari serangan politik, dan mendapatkan pegawai berkualitas. Kementerian Perhubungan berupaya untuk membangun reputasi melalui kegiatan komunikasi strategis. Penelitian ini secara deskriptif-kualitatif menjabarkan pengelolaan komunikasi strategis oleh Biro Komunikasi dan Informasi Publik Kementerian Perhubungan (BKIP), dalam rangka membangun reputasi organisasi. Penelitian dilakukan melalui wawancara, observasi dan studi dokumen. Penelitian ini menemukan bahwa dalam pelaksanaan komunikasi strategisnya, BKIP belum memiliki reputation platform, agar dapat melakukan self-presentation secara satu suara terhadap khalayak, baik melalui komunikasi internal maupun eksternal, dalam rangka membangun reputasi organisasi yang solid.

.....Reputation is very important for the public sector organization. It can generate public support, protection from political attack, and to recruit and retain valuable employees. The Ministry of Transportation seeks to build a reputation through strategic communication activities. This descriptive-qualitative research describes the management of strategic communication by the Bureau of Communication and Public Information of the Ministry of Transportation (BKIP), in order to build the reputation of the organization. The research was conducted through interviews, observations and document studies. This study found that in implementing its strategic communication, BKIP does not yet have a reputation platform, so that it can present itself in one voice to the audience, both through internal and external communications, in order to build a solid organizational reputation.