

Open Government Maturity Model pada Lembaga Sektor Publik (Studi Kasus di Kementerian Investasi/BKPM Republik Indonesia dalam Penggunaan Media Sosial LinkedIn) = Open Government Maturity Model in Public Sector Institutions (Case Study at the Ministry of Investment/BKPM of the Republic of Indonesia in Using LinkedIn)

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Abstrak

Tesis ini membahas penelitian mengenai tingkat keterbukaan dan kolaborasi public dalam menciptakan open government maturity di LinkedIn milik Kementerian Investasi/BKPM. Penyusunan strategi komunikasi di Kementerian Investasi/BKPM berlandaskan government communication decision wheel dan praktik penggunaan media sosial. Penelitian ini menggunakan metode kualitatif dengan teknik analisis konten LinkedIn pada Februari 2021 hingga Januari 2022 dan wawancara mendalam. Penelitian ini membuktikan kegiatan humas pemerintahan secara umum telah dilaksanakan Biro Komunikasi dan Layanan Informasi dan humas pemerintahan promotive telah terlaksana pada Direktorat Pameran. Penelitian ini membuktikan bahwa penggunaan media sosial LinkedIn oleh Kementerian Investasi/BKPM RI telah mencapai keterlibatan dimana-mana menurut open government maturity model yang dipengaruhi faktor – faktor pendukung dari internal serta eksternal organisasi.

.....This thesis discusses the level of information disclosure which is analyzed using the open government maturity model on LinkedIn owned by the Ministry of Investment/BKPM. The existence of a communication strategy formulation at the Ministry of Investment/BKPM is influenced by the concept of the government communication decision wheel and the use of social media by public sector organization. This research uses qualitative methods with LinkedIn content analysis techniques from February 2021 to January 2022 and in-depth interviews. It was found that the public relations function of the government is generally in the Bureau of Communications and Information Services and has carried out government public relations activities with a broad target audience. In addition, the Directorate of Exhibitions and Promotional Facilities carries out promotive government public relations activities. The Ministry of Investment/BKPM RI has achieved ubiquitous involvement according to the open government maturity model which is influenced by supporting factors from internal and external organizations.