

Discourse of Renewal Dalam Rilis Berita Kementerian Sosial Pascakrisis Korupsi Bansos Covid-19 = Discourse of Renewal in the News Release of the Ministry of Social Affairs after the COVID-19 Social Assistance Corruption Crisis

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Abstrak

Discourse of renewal atau wacana pembaruan merupakan strategi komunikasi krisis yang berfokus pada bagaimana organisasi memandang peristiwa krisis sebagai suatu peluang untuk melakukan pembaruan. Terdapat empat aspek penting yang harus dilakukan organisasi agar berhasil dalam mencapai agenda-agenda pembaruan, yaitu mengkomunikasikan pembelajaran organisasi dari peristiwa krisis (organizational learning), komunikasi etis untuk membangun hubungan dengan pemangku kepentingan (stakeholder relation), mengkomunikasikan visi prospektif yang berfokus pada pemulihan dan perbaikan ke depan, serta retorika organisasi yang efektif. Penelitian ini menelusuri aspek-aspek wacana pembaruan dalam pesan-pesan komunikasi Kementerian Sosial (Kemensos) RI pascakrisis korupsi Bansos Covid19. Dengan metode analisis isi kualitatif, data penelitian mengandalkan dokumen berupa rilis berita bansos pada situs web Kementerian Sosial. Data dikumpulkan menggunakan kata kunci "bansos", "bantuan sosial", "bansos COVID-19" dan "korupsi", dalam periode Desember 2020 hingga Agustus 2021. Berdasarkan data yang diperoleh, pesan-pesan komunikasi Kemensos RI mengkomunikasikan enam tema besar yaitu korupsi, nilai-nilai, fokus dan visi ke depan, perbaikan tata kelola, temuan lapangan, serta keberlanjutan program. Tema-tema besar tersebut mendeskripsikan sebagian aspek wacana pembaruan dalam bentuk pembelajaran organisasi, komunikasi etis, visi prospektif organisasi, serta retorika organisasi. Meskipun begitu, pesan-pesan pembaruan dalam rilis berita bansos belum sepenuhnya menggambarkan wacana pembaruan organisasi untuk menjawab krisis akibat kasus korupsi.

..... The discourse of renewal is a crisis communication strategy that focuses on how organizations view a crisis event as an opportunity for renewal. There are four important aspects that organizations need to address in order to succeed in achieving renewal agendas: communicating organizational learning from the crisis event, ethical communication to build stakeholder relations, communicating a prospective vision focused on recovery and future improvements, and effective organizational rhetoric. This research examines the aspects of renewal discourse in the communication messages of the Ministry of Social Affairs of the Republic of Indonesia after the corruption crisis in the COVID-19 social assistance program (Bansos). Using qualitative content analysis, the research data relies on documents in the form of Bansos news releases on the Ministry of Social Affairs website. Data were collected using keywords such as "bansos," "social assistance," "bansos COVID-19," and "corruption," from December 2020 to August 2021. Based on the obtained data, the messages of Bansos news releases address six major themes: corruption, values, future focus and vision, governance improvements, field findings, and program sustainability. These major themes describe some aspects of the renewal discourse in the form of organizational learning, ethical communication, prospective organizational vision, and organizational rhetoric. However, the renewal messages in the Bansos news releases have not fully depicted the organizational renewal discourse to address the crisis caused by the corruption case.