

Organization-Public Relationship dalam Hubungan Media Organisasi Sektor Publik (Studi Kasus pada Hubungan Humas Kementerian PUPR dengan Jurnalis) = Organization-Public Relationship in Public Sector Organizations Media Relations (Case Study on Public Relations of the Ministry of Public Works and Housing Relationship with Journalists)

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Abstrak

Terdapat sentimen love-hate relationship pada hubungan Humas dan jurnalis. Untuk itu penelitian ini dilakukan pada Humas Kementerian PUPR dengan jurnalis yang meliput pembangunan infrastruktur yang dikerjakan Kementerian PUPR. Tujuan penelitian ini adalah untuk mengetahui bagaimana kualitas hubungan Humas dengan jurnalis yang dilihat dengan lensa Relationship Management Theory atau yang juga dikenal sebagai Organization-Public Relationship yang memiliki empat dimensi pengukuran yakni control mutuality, trust, commitment dan satisfaction. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Hasil penelitian ini menunjukkan Humas dan jurnalis menilai kualitas hubungan di antara keduanya positif. Hubungan yang terjalin adalah hubungan pertukaran di mana keduanya saling bertukar manfaat, jurnalis mendapatkan informasi dan Humas mendapat publikasi. Meskipun Humas Kementerian PUPR dinilai memiliki skill yang baik, tetapi mereka belum sepenuhnya paham budaya kerja jurnalis terutama terkait deadline dan kurang sensitif terhadap topik yang sedang viral. Penelitian ini juga menyarankan untuk menambahkan dimensi audit pada penilaian kualitas hubungan antara organisasi dengan publiknya.

.....There is a love-hate relationship sentiment between Public Relations (PR) and journalists. Therefore, this research is conducted within the Public Relations of the Ministry of Public Works and Housing with journalists covering the infrastructure development projects undertaken by the Ministry. The objective of this study is to examine the quality of the relationship between PR and journalists through the lens of the Relationship Management Theory, also known as Organization-Public Relationship, which encompasses four measurement dimensions: control mutuality, trust, commitment, and satisfaction. The research employs a qualitative approach using a case study method. The findings reveal a positive assessment of the relationship quality between PR and journalists. The established relationship is characterized by an exchange relationship, where both parties mutually benefit; journalists gain information, and PR receives publicity. Despite the acknowledged proficiency of the Ministry of Public Works and Housing's PR team, there is a partial understanding of the journalistic work culture, particularly concerning deadlines and the sensitivity of currently trending topics. Additionally, the study recommends incorporating an audit dimension in assessing the quality of the relationship between an organization and its public.