

Analisis strategi kehumasan dalam diplomasi publik Indonesia terkait perbaikan citra negara pasca terorisme = The analysis of public relations strategy in Indonesia public diplomacy during state branding recovery process post terrorism

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Abstrak

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Pasca 9/11 terorisme menjadi isu global di dunia dan hingga saat ini terorisme masih merupakan isu penting di Indonesia. Indonesia membutuhkan perbaikan pencitraan pasca kasus terorisme sebagai respon atas opini publik mengenai isu keterpercayaan dan keamanan dalam 10 tahun terakhir. Untuk melakukan perbaikan pencitraan tersebut Indonesia melakukan Diplomasi Publik melalui empat kegiatan diplomasi yang bertujuan untuk menyampaikan paham mengenai Islam Moderat dalam negara yang Demokratis. Berlandaskan asumsi Kristen Bonnici, peneliti mengasumsikan adanya kesamaan proses yang dilakukan Diplomasi Publik dengan Kegiatan Kehumasan dalam proses pembentukan citra. Penelitian ini meneliti kegaitan diplomasi publik melalui perspektif ilmu komunikasi, yakni dengan menggunakan teori Strategi Perencanaan Kehumasan yang dijelaskan oleh Ronald D. Smith dalam buku Strategic Planning for Public Relations. Penelitian ini dilakukan dengan cara kualitatif yang bersifat deskriptif, yakni dengan melakukan observasi dan studi dokumen sebagai sumber data primer didukung oleh wawancara dan studi pustaka sebagai sumber sekunder dimana wawancara akan digunakan sebagai pernyataan resmi tentang penelitian yang dilakukan. Hasil penelitian ini menggambarkan bagaimana tahapan strategi komunikasi kehumasan yang dilakukan dalam proses diplomasi publik Indonesia terkait perbaikan pencitraan pasca isu terorisme. Ketika strategi kehumasan bisa menjelaskan proses diplomasi publik Indonesia, maka komunikasi kehumasan dapat dikembangkan menjadi kajian untuk menjelaskan contoh kasus dan permasalahan yang terjadi dalam tingkat yang lebih tinggi.

<hr>ABSTRACT

Post 9/11, terrorism became a global issue in the world and it is still an important issue of in Indonesia. Indonesia needs to recover the state-imaging postterrorism cases in response to public opinion on the issue of reliability and safety in the last 10 years. To make recovery to the state-imaging, Indonesia conduct Public Diplomacy through four activities that aims to communicate the idea of the moderate Islam in the Democratic state. On the assumption Christian Bonnici, researcher assumes a common process undertaken by the Public Diplomacy Public Relations Activities in the process of image formation. This study examines public diplomacy through a credible form of communication science

perspective, ie, by using the theory described Strategy Planning Public Relations by Ronald D. Smith in his book Strategic Planning for Public Relations. The research is using research-type of descriptive qualitative, ie the observation and study of documents as the primary data source supported by interviews and literature as a secondary source in which the interview will be used as an official statement about the research conducted. Results of this study illustrate how the stages of the public relations communications strategy in the Indonesian public diplomacy during state-branding recovery process post-terrorism. If public relations strategy could explain the Indonesian public diplomacy, public relations communications then can be developed into case studies and examples to explain the problems that occur in the higher levels., Post 9/11, terrorism became a global issue in the world and it is still an important issue of in Indonesia. Indonesia needs to recover the state-imaging postterrorism cases in response to public opinion on the issue of reliability and safety in the last 10 years. To make recovery to the state-imaging, Indonesia conduct Public Diplomacy through four activities that aims to communicate the idea of the moderate Islam in the Democratic state. On the assumption Christian Bonnici, researcher assumes a common process undertaken by the Public Diplomacy Public Relations Activities in the process of image formation. This study examines public diplomacy through a credible form of communication science perspective, ie, by using the theory described Strategy Planning Public Relations by Ronald D. Smith in his book Strategic Planning for Public Relations. The research is using research-type of descriptive qualitative, ie the observation and study of documents as the primary data source supported by interviews and literature as a secondary source in which the interview will be used as an official statement about the research conducted. Results of this study illustrate how the stages of the public relations communications strategy in the Indonesian public diplomacy during state-branding recovery process post-terrorism. If public relations strategy could explain the Indonesian public diplomacy, public relations communications then can be developed into case studies and examples to explain the problems that occur in the higher levels.]