

ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial dan Ilmu Politik

Jurusan Ilmu Komunikasi

Konsentrasi *Public Relations*

Yuva Naelana (20130530318)

**Implementasi Aktivitas Manajemen Media Bidang Hubungan Masyarakat
Kepolisian Daerah Jawa Tengah dalam Mendukung Program Promoter
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Daftar Pustaka : 24 Buku + 2 Skripsi + 5 internet

Kepercayaan publik merupakan hal yang penting bagi sebuah institusi Polri. Memasuki tahun 2014 Kapolri Jenderal Tito Karnavian menetapkan program Promoter yakni profesional, modern, dan terpercaya untuk meningkatkan kepercayaan publik. Promoter merupakan program optimalisasi aksi yang berisi sebelas program. Dari sebelas program Promoter, humas melaksanakan program penguatan harkamtibmas yang diimplementasikan melalui manajemen media. Oleh sebab itu Bidang Humas Kepolisian Daerah Jawa Tengah menerapkan manajemen media dalam aktivitas kehumasan untuk mendukung keberhasilan program Promoter. Bidhumas Polda Jateng sebagai humas pemerintah memiliki peran penting dalam pelaksanaan manajemen media di Polda Jateng.

Metode Penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan pengumpulan data melalui teknik wawancara mendalam dan dokumentasi. Wawancara dilakukan dengan pihak internal dan eksternal yaitu anggota Bidhumas Polda Jateng dan wartawan unit Polda Jateng. Teknik yang digunakan untuk menguji keabsahan data adalah triangulasi sumber. Teori yang digunakan dalam penelitian ini adalah humas pemerintah, peran dan aktivitas humas, *e-government*, konsep manajemen, manajemen media, dan *media relations*.

Hasil penelitian menunjukkan bahwa Bidhumas Polda Jateng telah mengimplementasikan tujuh aktivitas manajemen media yaitu pendekatan terhadap media *mainstream*, kelola *social media*, gunakan intelijen media, angkat keberhasilan, tekan berita negatif, respon cepat dan segera netralisir sentimen negatif, dan kelola *trending topic*. Implementasi manajemen media dilaksanakan melalui peran yang saling berkaitan antara Subbid Penmas dan Subbid PID. Kedua Subbid tersebut berperan penting dalam membangun hubungan dengan media dan pengelolaan media. Kunci dalam pelaksanaan manajemen media di Bidhumas Polda Jateng adalah *counter* opini. Berdasarkan survei, manajemen media dianggap efektif dalam meningkatkan kepercayaan publik kepada Polri sebesar 71%.

Kata Kunci: Program Promoter, Manajemen Media, Kepercayaan Publik

ABSTRACT

Universitas Muhammadiyah Yogyakarta
Faculty of Social and Politics Sciences
Study concentration *Public Relations*
Yuva Naelana (20130530318)
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Public trust in an important matter for Indonesian National Police institution. Entering the year of 2014, Chief of Indonesian National Police, Jenderal Tito Karnavian determined Promoter program which is professional, modern and trustworthy to enhance public trust. Promoter is an action optimization program which contains 11 programs. From those 11 programs of Promoter, the public relations division conducts *harkamtibmas* (maintenance of public's security and discipline) enforcement program which is implemented through media management. Therefore, the human relations division of Central Java Regional Police implements media management in human relations activity to support the success of Promoter program. The human relations division of Central Java Regional Police as the government human relations has an important role in implementing the media management Central Java Regional Police.

The research method used in this study is descriptive qualitative and the data gathering was conducted through in-depth interview and documentation. The interviews were conducted with both internal and external parties which were the human relations division of Central Java Regional Police and reporters of Central Java Regional Police unit. The technique used to test the data validity was sources triangulation. The theories used in this study were government public relations, roles and activities of human relations, e-government, management concepts, media management, and media relations.

The result of the study shows that the human relations division of Central Java Regional Police has implemented seven of media management activities such as approach to mainstream media, manage social media, use media intelligent, uphold success, depress negative news, fast response and neutralize negative sentiment immediately, and manage trending topic. The implementation of media management is conducted through interrelated roles among *Subdid Penmas* and *Subbid PID*. Those sub divisions have important roles in establishing relations with media and media management. The key in the implementation of media management in the public relations division of Central Java Regional Police is counter opinion. Based on the survey, the media management is considered effective in enhancing public trust to Indonesian National Police for 71%.

Keywords: Promoter program, media management, public trust