

## **ABSTRAK**

### **Strategi Komunikasi Dinas Kesehatan Kota Semarang Dalam Sosialisasi Protokol Kesehatan Covid-19**

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Pandemi Covid-19 menjadi masalah kesehatan serius yang harus dihadapi masyarakat Indonesia, tak terkecuali provinsi Jawa Tengah. Kota Semarang, sebagai ibu kota Jawa Tengah, juga terdampak oleh penyakit baru ini. Sebagai instansi yang bertanggung jawab atas urusan kesehatan di Kota Semarang, DKK Semarang mengerahkan segenap upaya untuk menekan penyebaran penyakit ini, salah satunya dengan mengadakan sosialisasi protokol kesehatan (prokes) Covid-19. Penelitian ini bertujuan untuk menguraikan pelaksanaan sosialisasi serta menganalisis strategi komunikasi DKK Semarang dalam mengedukasi masyarakat mengenai prokes Covid-19. Metode penelitian ini menggunakan pendekatan kualitatif studi kasus dengan teknik pengumpulan data observasi, wawancara mendalam, dan dokumentasi. Teori Pemasaran Sosial dan Konsep *The Five Management Decision* digunakan sebagai pedoman untuk membedah penelitian ini.

Hasil penelitian menunjukkan, pelaksanaan sosialisasi ini mengkombinasikan antara pendekatan komunikasi berbasis tatap muka dan bermedia. Realisasinya, DKK Semarang dibantu oleh sejumlah pihak dalam melaksanakan sosialisasi. Selain itu, peneliti menemukan bahwa sosialisasi ini termasuk bentuk pemasaran sosial karena DKK Semarang berupaya mempromosikan ide sosial berupa pesan 5M demi mencegah penyebaran Covid-19. Ditemukan pula bahwa strategi komunikasi sosialisasi ini masih belum berjalan optimal, terutama ketika dikaji elemen sasaran audiens, pesan, dan evaluasinya.

Kata kunci: strategi komunikasi, sosialisasi, protokol kesehatan, Covid-19

## **ABSTRACT**

### ***Communication Strategy of the Semarang City Health Service in Socializing the Covid-19 Health Protocol***

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*Covid-19 pandemic is a serious health problem that must be faced by the Indonesian government, including the province of Central Java. As the capital city of Central Java, Semarang city is also affected by this disease. As the agency responsible for health affairs, Semarang Public Health Department (DKK Semarang) tried to suppress the spread of this disease by socializing the Covid-19 health protocol (prokes). This study aims to describe the implementation of the socialization and analyze the communication strategy of the Semarang Public Health Department in educating the public about the Covid-19. This research used a qualitative method with a case study approach. Data collection techniques of this research used observation, in-depth interviews, and documentation. Social Marketing Theory and The Five Management Decision concept were used as guidelines to dissect this research.*

*The results showed that the implementation of this socialization combined a face-to-face and media-based communication approach. In reality, Semarang Public Health Department (DKK Semarang) was assisted by several parties in carrying out the socialization. In addition, researchers found that this socialization was a form of social marketing because DKK Semarang was trying to promote Covid-19 health protocols (5M messages) to prevent the spread of Covid-19. Based on the research report, the communication strategy of this socialization was still not running optimally, especially the target audience, message, and evaluation.*

*Keywords: communication strategies, socialization, health protocols, Covid-19*