

ABSTRAK

Strategi Komunikasi Kehumasan Dinas Kependudukan dan Pencatatan Sipil (Disdukcapil) Kabupaten Cilacap Dalam Mensosialisasikan Program 3 in 1

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Program 3 in 1 merupakan salah satu terobosan inovatif yang dilakukan oleh Disdukcapil Kabupaten Cilacap. Program ini dimaksudkan untuk menciptakan layanan Administrasi Kependudukan (Adminduk) yang efektif dan efisien bagi masyarakat Cilacap melalui penerbitan 3 dokumen secara sekaligus. 3 dokumen tersebut berkaitan dengan KTP, KK, Akta kelahiran, kematian atau pernikahan. Meski program ini berhasil mendapatkan respon positif dari masyarakat, namun masih ada beberapa masyarakat yang mengeluh karena belum mengetahui keberadaan program ini. Ditengarai salah satu penyebabnya karena kurang optimalnya strategi komunikasi kehumasan yang dilakukan Disdukcapil Kabupaten Cilacap dalam mensosialisasikan program 3 in 1. Adanya keluhan dari masyarakat ini menunjukkan bahwa Disdukcapil Kabupaten Cilacap perlu mengambil langkah strategis lebih lanjut dalam mensosialisasikan program 3 in 1. Dalam kajian ilmu komunikasi, salah satu teori yang bisa digunakan untuk menelaah strategi komunikasi kehumasan organisasi adalah *excellence in public relations theory*. Teori ini menekankan pada upaya komunikasi dua arah yang dibangun organisasi dengan publik. Teori ini memiliki 4 model yakni *press agency*, *public information*, *two way asymmetrical model* dan *two way symmetrical model*.

Tujuan penelitian ini adalah untuk mendeskripsikan strategi komunikasi Disdukcapil Kabupaten Cilacap dalam mensosialisasikan Program 3 in 1 dan menganalisis model dalam *excellence in public relations theory* terkait sosialisasi program 3 in 1 yang dilakukan Disdukcapil Kabupaten Cilacap. Lokasi penelitian yang dilakukan penulis adalah Disdukcapil Kabupaten Cilacap yang berada di Jalan Kalimantan No 72, Gunungsamping, Kecamatan Cilacap Tengah, Kabupaten Cilacap, Provinsi Jawa Tengah 53211

Dalam praktiknya, Disdukcapil Kabupaten Cilacap menerapkan *two way symmetrical model* dalam perspektif *excellence in public relations theor*. Model ini yang menjadi landasan Disdukcapil Kabupaten Cilacap dalam mengevaluasi kegiatan sosialisasi program 3 in 1 yang telah dilakukan sebelumnya. Ada beberapa hal yang diperhatikan dalam penerapan model ini oleh Disdukcapil Kabupaten Cilacap yakni *source-receiver*, *message*, *channel*, dan *feedback*. Kelima hal tersebutlah yang menjadi perhatian utama dalam penelitian ini.

Hasil penelitian menunjukkan bahwa strategi komunikasi kehumasan yang dilakukan oleh Disdukcapil Kabupaten Cilacap dalam mensosialisasikan program 3 in 1 masih perlu dilakukan secara berkelanjutan. Ini ditandai dengan adanya peningkatan permohonan adminduk sesudah program 3 in 1 diluncurkan. Hanya saja meski ada peningkatan permintaan dokumen adminduk namun jika dilihat dari laporan jumlah jiwa seluruh kecamatan yang ada di Kabupaten Cilacap per Juli-Desember 2021 yakni sebanyak 1.977.638 jiwa, masih ada sosialisasi yang perlu ditingkatkan Disdukcapil Kabupaten Cilacap. Di titik inilah sosialisasi program 3 in 1 yang sudah dilakukan perlu dilanjutkan secara kesinambungan dengan memerhatikan *source-receiver*, *message*, *channel*, dan *feedback* yang perlu dioptimalkan dibandingkan rentang waktu sebelumnya.

Kata kunci : Strategi komunikasi, kehumasan, sosialisasi, Disdukcapil, *public relations*

ABSTRACT

Public Relations Communication Strategy of the Population and Civil Registration Service (Disdukcapil) of Cilacap Regency in Disseminating the 3 in 1 Program

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The 3 in 1 program is one of the innovative breakthroughs carried out by the Cilacap Regency Disdukcapil. This program is intended to create an effective and efficient Population Administration (Adminduk) service for the people of Cilacap through the issuance of 3 documents at once. These 3 documents are related to ID cards, family cards, birth, death or marriage certificates. Although this program managed to get a positive response from the community, there are still some people who complain because they do not know about the existence of this program. It is suspected that one of the causes is the lack of optimal public relations communication strategy carried out by the Cilacap Regency Disdukcapil in disseminating the 3 in 1 program. The existence of complaints from the community shows that the Cilacap Regency Disdukcapil needs to take further strategic steps in disseminating the 3 in 1 program. In the study of communication science, One of the theories that can be used to examine organizational public relations communication strategies is excellence in public relations theory. This theory emphasizes the two-way communication efforts built by the organization with the public. This theory has 4 models, namely press agency, public information, two way asymmetrical model and two way symmetrical model.

The purpose of this study was to describe the communication strategy of the Disdukcapil of Cilacap Regency in disseminating the 3 in 1 Program and to analyze the model in excellence in public relations theory related to the socialization of the 3 in 1 program conducted by the Disdukcapil of Cilacap Regency. The location of the research conducted by the author is the Disdukcapil of Cilacap Regency which is located on Jalan Kalimantan No 72, Gunungsimping, Central Cilacap District, Cilacap Regency, Central Java Province 53211

In practice, Disdukcapil Cilacap Regency applies a two way symmetrical model in the perspective of excellence in public relations theory. This model became the basis for the Disdukcapil of Cilacap Regency in evaluating the socialization activities of the 3 in 1 program that had been carried out previously. There are several things that the Disdukcapil of Cilacap Regency pays attention to in implementing this model, namely the source-receiver, message, channel, and feedback. These five things are the main concerns in this study.

The results showed that the public relations communication strategy carried out by the Cilacap Regency Disdukcapil in disseminating the 3 in 1 program still needed to be carried out on an ongoing basis. This is marked by an increase in admin requests after the 3 in 1 program was launched. It's just that even though there is an increase in requests for administrative documents, if you look at the report on the number of people in all sub-districts in Cilacap Regency as of July-December 2021, which is 1,977,638 people, there is still socialization that needs to be improved by the Cilacap Regency Disdukcapil. It is at this point that the socialization of the 3 in 1 program that has been carried out needs to be continued on an ongoing basis by paying attention to the source-receiver, message, channel, and feedback that need to be optimized compared to the previous timeframe.

Keywords: Communication strategy, public relations, socialization, Disdukcapil, public relations