

Abstrak

STRATEGI KOMUNIKASI DIVISI HUMAS POLRI DALAM MENSOSIALISASIKAN PROGRAM VAKSINASI COVID-19 (Studi Kasus Biro Multimedia, Divisi Humas Polri)

Oleh

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Pandemi covid-19 merubah tatanan sosial di berbagai belahan bumi tak terkecuali indonesia, berbagai cara telah dilakukan untuk mencegah penyebaran covid-19 dengan cara pembatasan mobilitas kegiatan di tengah masyarakat, penerapan prokes dengan menjaga jarak, mencuci tangan dengan sabun, memakai masker dan Vaksinasi bagi seluruh rakyat Indonesia, namun dalam upaya pencegahan dan pemberian vaksinasi terdapat banyak pro dan kontra di masyarakat. Divisi Humas Polri dalam menyambut Hari Bhayangkara ke-75 mensosialisasikan program vaksinasi Covid-19 gratis kepada masyarakat. Penelitian ini bertujuan untuk mendeskripsikan strategi komunikasi yang dilakukan oleh Biro Multimedia, Divisi Humas Polri dalam mensosialisasikan program vaksinasi massal Covid - 19 yang diselenggarakan oleh Polri dalam rangka menyambut Hari Bhayangkara ke - 75. Tipe penelitian yang digunakan dalam penelitian ini adalah tipe deskriptif kualitatif. Sumber data dalam penelitian ini berupa data primer dan sekunder. Teknik pengumpulan data dilakukan dengan cara observasi, wawancara dan dokumentasi hasil penelitian. Setelah data terkumpul kemudian dianalisis menggunakan teori strategi komunikasi model Onong U. Effendy untuk mendapatkan jawaban penelitian. Hasil penelitian ini menunjukkan bahwa Biro Multimedia, Divisi Humas Polri menerapkan tahapan - tahapan strategi komunikasi mulai dari mengenali sasaran komunikasi, menentukan saluran media komunikasi, memproduksi pesan komunikasi, membentuk identitas komunikator. Secara garis besar tujuan strategi komunikasi yang dilakukan oleh Biro Multimedia, Divisi Humas Plri melahirkan pesan - pesan informatif, edukatif, dan memotivasi. Selain itu teknik komunikasi persuasif juga diterapkan pada pesan sosialisasi, teknik - teknik diantaranya; teknik integrasi, teknik ganjaran, teknik tataan, dan teknik asosiasi.

Kata kunci: Komunikasi, Program vaksinasi covid-19, Strategi

Abstract

**COMMUNICATION STRATEGY OF THE POLRI PRIVATE DIVISION
IN PROMOTING THE COVID-19 VACCINATION PROGRAM
(Case Study of Multimedia Bureau, Police Public Relations Division)**

by

DIMAS PRASETYO

The COVID-19 pandemic has changed the social order in various parts of the world, including Indonesia, various ways have been done to prevent the spread of Covid-19 by limiting the mobility of activities in the community, implementing health procedures by maintaining distance, washing hands with soap, wearing masks and vaccination for all Indonesian people, but in the prevention and vaccination efforts there are many pros and cons in society. The Public Relations Division of the National Police in welcoming the 75th Bhayangkara Day socialized the free Covid-19 vaccination program to the public. This study aims to describe the communication strategy carried out by the Multimedia Bureau, Public Relations Division of the Police in disseminating the Covid-19 mass vaccination program organized by the National Police in order to welcome the 75th Bhayangkara Day. The type of research used in this study is a qualitative descriptive type. Sources of data in this study in the form of primary and secondary data. Data collection techniques were carried out by means of observation, interviews and documentation of research results. After the data was collected, it was analyzed using the Onong U. Effendy model of communication strategy theory to get research answers. The results of this study indicate that the Multimedia Bureau, Public Relations Division of the Indonesian National Police applies the stages of a communication strategy starting from recognizing communication targets, determining communication media channels, producing communication messages, forming communicator identities. Broadly speaking, the goals of the communication strategy carried out by the Multimedia Bureau, Public Relations Division of the Indonesian National Armed Forces, gave birth to informative, educative, and motivating messages. In addition, persuasive communication techniques are also applied to messages of socialization, the techniques include; integration technique, reward technique, ordering technique, and association technique.

Keywords: communication, covid-19 vaccination program, strategy