

ABSTRAK

STRATEGI KOMUNIKASI KEMENTERIAN KOORDINATOR BIDANG KEMARITIMAN DAN INVESTASI DALAM PROSES MONITORING DAN EVALUASI CAPAIAN TUJUAN PEMBANGUNAN BERKELANJUTAN (TPB/SDGS) TAHUN 2021

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Kementerian Koordinator Bidang Kemaritiman dan Investasi (Kemenko Marves) melakukan Monitoring dan Evaluasi (monev) Capaian Tujuan Pembangunan Berkelanjutan (TPB/SDGs) terhadap 7 Kementerian dan lembaga (K/L) dalam lingkungannya. Perlu dukungan data sektoral dari K/L pada *goals* ke-12,13,14, dan 15. Namun pandemi menghambat proses komunikasi yang menyebabkan hasil monev pada tahun 2020 belum optimal. Terjadi peningkatan 63% indikator tercapai ditahun 2021. Penelitian ini bertujuan menganalisis strategi komunikasi Kemenko Marves dalam proses monev capaian TPB/SDGs tahun 2021. Tipe penelitian deskriptif kualitatif, Informan berjumlah 3 orang dari Kemenko Marves dan 1 orang dari K/L. Teknik pengumpulan data wawancara, observasi, dan dokumentasi. Hasil penelitian, strategi komunikasi Kemenko Marves dalam proses monev capaian TPB/SDGs tahun 2021, memenuhi 4 tahapan strategi komunikasi Arifin: (1) Mengenal khalayak, membangun hubungan baik terhadap 7 K/L sehingga memenuhi lingkaran komunikasi Patterson; (2) Menyusun pesan, informasi berbentuk Laporan progres capaian, panduan penyusunan matriks indikator disampaikan melalui serangkaian kegiatan bersama K/L (Rapat Koordinasi, *FGD*, sosialisasi) strategi ini memenuhi rumus klasik AIDDA Effendy; (3) Menetapkan metode, berdasarkan pelaksanaannya *redundency (repetition)*, isi (persuasif, informatif, edukatif); (4) Menggunakan media komunikasi daring (*Zoom, Whatsapp, Email*). Sedangkan publikasi media cetak (buku laporan), media *online (press release)*. Umpan balik, K/L mengumpulkan data sektoral dan matriks *form 2a* yang menjadi tujuan monev capaian ditahun 2021. Kesimpulan strategi komunikasi yang digunakan Kemenko Marves dalam proses monev capaian TPB/SDGs tahun 2021 efektif meskipun ditemukan hambatan mekanis dan sarana fisik dalam proses komunikasinya.

Kata kunci: Strategi Komunikasi; Monitoring dan Evaluasi; Tujuan Pembangunan Berkelanjutan

ABSTRACT

COMMUNICATION STRATEGY OF COORDINATING MINISTRY FOR MARITIME AFFAIRS AND INVESTMENT IN THE PROCESS OF MONITORING AND EVALUATION ACHIEVEMENTS OF THE 2021 SUSTAINABLE DEVELOPMENT GOALS (TPB/SDGs)

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The Coordinating Ministry for Maritime Affairs and Investment (Kemenko Marves) conducts Monitoring and Evaluation (monev) of the Achievement of Sustainable Development Goals (TPB/SDGs) against 7 Ministries and institutions (K/L) within their scope. Sectoral data support from K/L are needed goals 12th, 13th, 14th, and 15th. Pandemic hampered the communication process which caused the monev results in 2020 to not be optimal. There is an increase of 63% in the indicators achieved in 2021. This study aims to analyze the communication strategy of Kemenko Marves in the monev process for TPB/SDGs 2021. Type of qualitative descriptive research, 3 informants (Kemenko Marves) and 1 from K/L. Data collection techniques interview, observation, and documentation. The results are, the communication strategy of Kemenko Marves in the monev process for the results of the TPB/SDGs in 2021, fulfill the 4 stages of Arifin's communication strategy: (1) Get to know the audience, build good relations with 7 K/L fulfill Patterson's communication circle; (2) Compiling messages, information in the form of progress reports, guidelines for matrix are conveyed through the activities with K/L (Coordination Meeting, FGD, socialization), fulfills the classic AIDDA Effendy formula; (3) Determine the method, based on its implementation redundancy (repetition), content (persuasive, informative, educative); (4) Using online communication media (Zoom, Whatsapp, Email), print media publications (report books), media online (press release). Feedback, K/L collect sectoral and matrix data form 2a which is the goal of monev. Conclusion of the communication strategy used by Kemenko Marves in the monev process for the achievements of TPB/SDGs 2021 are effective despite the discovery of mechanical barriers and physical facilities in the communication process.

Keywords: *Communication Strategy; Monitoring and Evaluation; Sustainable Development Goals*