Abstract

COMMUNICATIONS STRATEGY ON CIVIL DEPARTMENT IN REGENCY PRINGSEWU TO SOCIALIZIZE ELECTRONIC IDENTITY CARD (e-ID)

By

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Electronic Identity Card (e-ID) is a represent of the national program in the field of administration in society released by Domestic Ministry of Republic of Indonesia in the year 2011. This program aim to overcome the administration citizenship problem, that can be seen in double problems of Identity Card (ID) and spurious ID. The Civil Department is a group of work in a region that has function as a source of information and facilitate in implementing Electronic Identity Card program. As a new program, this program need seriously and systematically efforts to socialize toward society especially in Regency Pringsewu. Pringsewu representing Autonomous Area Newly which is the inclusive of 197 regencies in Indonesia as pilot project to apply the Electronic Identity Card in the year 2011.

The Formulation of problem of this research is "How is communications strategy on Civil Department in Pringsewu socializing Electronic Identity Card (e-ID)?". The purpose of this research to know and describe also analyze the communications strategy of Civil Department of Regency Pringsewu in socializing Electronic Identity Card in Pringsewu. Some indicators are becoming focus in this research, that is process of planning, managing and operating techniques in execution of socialization of Electronic Identity Card. Methodology used in this research is have the character of descriptive with the qualitative approach. The data collecting techniques of this research use the technique interview and documentation. Informant determination by using technique of key person and technique of purposive sampling. There are five informants in this research. They are the committee of Electronic Identity Card.

According to the result of the research it has conclusion that communications strategy are applied in socializing Electronic Identity Card (e-ID) by Civil Department in Pringsewu finally it has been coordinative and effectively to apply. The activities of
socialization planning are consisted by some communications steps; target recognition, scheme order the target determination order the election of communications media, and understanding of communicator role. The Communications stages; steps communicated and coordinated in meeting of inter-committee of socializing Electronic Identity Card (e-ID). Execution of the activities of socialization of Electronic Identity Card (e-ID) conducted by Civil Department in Pringsewu use two kinds of communications method, they are; communications face to face and communications of media. Face to face communication or group communications are dialogued (question and answer) toward peripheral, countryside peripheral, elite figure and religion figure. The communications of media or mass communications are done by using media printing and electronic, such as; Tribun Lampung, Radar Lampung, Radar Tanggamus, Local Government Radio, Sabaputra Radio, Billboard, Ballyhoo, Banner And Brochure.

From basic stick indicators efficacy of socialization Electronic Identity Card (e-ID), that in form of percentage amount of the recording e-ID until 76.09 % person obliged, it can concluded that conclusion is a communication strategy applied by Local Civil Department in Pringsewu, newly it can be good enough categorized and it has good strategy. But, there are weakness from its communications planning, they are namely: inexistence of segmentation and priority of target in society; the content of socialization message less of persuasively approach; message target less be specific; socialization of media, like banner, ballyhoo, and billboard, its amount only a few; and individual communicator that less of representatively. In Civil Department of Pringsewu is source of information and facilitator in applying program the Electronic Identity Card (e-ID), and also personating of committee of activity in socialization of Electronic Identity Card (e-ID) in Pringsewu.

Key words: Communication strategy, Socialization, Electronic Identity Card (e-ID).