

ABSTRAK

PERAN HUMAS DISKOMINFO DALAM MEMBANGUN CITRA WALIKOTA METRO PEDULI ANAK MELALUI WEBSITE PEMKOT METRO

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Penelitian ini bertujuan memahami bagaimana Humas Dinas Komunikasi dan Informatika (Diskominfo) Kota Metro membangun citra Walikota Metro sebagai pemimpin peduli anak melalui *website* resmi Pemerintah Kota Metro (*info.metrokota.go.id*). Penelitian menggunakan pendekatan deskriptif kualitatif studi kasus dengan paradigma konstruktivis dan teori konstruksi sosial Berger dan Luckmann (1966), yang memandang realitas sosial dibentuk melalui eksternalisasi, obyektivasi, dan internalisasi. Data diperoleh melalui observasi partisipatif, wawancara mendalam semi-terstruktur, dan dokumentasi konten media. Hasil penelitian menunjukkan bahwa Humas Diskominfo secara aktif mengeksternalisasikan makna kepedulian anak melalui pemilihan agenda, narasi berita, diksi, dokumentasi visual, dan *headline*. Obyektivasi terjadi ketika pesan-pesan tersebut dipublikasikan secara konsisten dan diterima publik sebagai realitas sosial sementara internalisasi masih terbatas akibat rendahnya literasi digital dan keterbatasan akses informasi masyarakat. *Website* tetap berperan sebagai sarana potensial dalam produksi makna dan legitimasi sosial meskipun efektivitasnya dalam membangun citra kepemimpinan peduli anak belum optimal. Penelitian ini menegaskan bahwa media digital pemerintah, khususnya *website*, tidak hanya berfungsi sebagai saluran informasi tetapi juga sebagai alat produksi makna dan legitimasi sosial dalam konstruksi citra kepemimpinan.

Kata kunci: konstruksi sosial, humas pemerintah, citra kepemimpinan, *website*, konstruktivis.

ABSTRACT

THE ROLE OF DISKOMINFO PUBLIC RELATIONS IN BUILDING THE IMAGE OF THE METRO MAYOR WHO CARE ABOUT CHILDREN THROUGH THE METRO CITY GOVERNMENT WEBSITE

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This study aims to understand how the Public Relations (PR) Division of the Communication and Informatics Office (Diskominfo) of Metro City constructs the image of the Mayor of Metro as a child-friendly leader through the official government website (info.metrokota.go.id). The study employs a qualitative descriptive case study approach within the constructivist paradigm, using Berger and Luckmann's (1966) social construction theory, which views social reality as shaped through externalization, objectivation, and internalization. Data were collected through participatory observation, semi-structured in-depth interviews, and media content documentation. The findings indicate that Diskominfo PR actively externalizes the meaning of child-centered care through agenda setting, news narratives, word choice, visual documentation, and headlines. Objectivation occurs when these messages are consistently published and accepted by the public as social reality, while internalization remains limited due to low digital literacy and restricted access to information. The website continues to serve as a potential medium for meaning-making and social legitimacy, although its effectiveness in shaping the image of a child-friendly leadership is not yet optimal. This study highlights that government digital media, particularly the website, not only function as channels of information but also as instruments for producing meaning and social legitimacy in constructing leadership image.

Keywords: social construction, government public relations, leadership image, website, constructivist.