



ABSTRAK

IMPLEMENTASI STRATEGI PUBLIC RELATIONS HUMAS PEMKAB PEKALONGAN SEBAGAI UPAYA PENINGKATAN TRANSPARANSI Pemerintahan

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Penelitian ini bertujuan untuk menganalisis implementasi strategi public relations yang dijalankan oleh Humas Pemerintah Kabupaten Pekalongan dalam upaya meningkatkan transparansi pemerintahan. Penelitian ini dilatarbelakangi oleh menurunnya kepercayaan publik pasca Pemilu 2024, yang dipicu oleh opini publik mengenai dugaan praktik kolusi, korupsi, dan nepotisme di lingkungan Pemkab Pekalongan. Dalam rangka menjawab tantangan tersebut, Humas Pemkab mengimplementasikan berbagai strategi komunikasi yang mencakup pemanfaatan media online, media relations, serta penyelenggaraan event publik. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan menggunakan model evaluasi PII (Preparation, Implementation, Impact) dari Cutlip dan Center sebagai kerangka analisis. Teknik pengumpulan data meliputi wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi public relations yang diterapkan mampu menciptakan ruang komunikasi yang terbuka antara pemerintah dan masyarakat. Media sosial, situs resmi pemerintah, serta kolaborasi dengan media lokal turut berkontribusi dalam membangun citra pemerintah yang transparan. Meski demikian, dibutuhkan evaluasi berkala dan partisipasi publik yang lebih aktif agar keberlanjutan transparansi dapat terjaga. Penelitian ini merekomendasikan penguatan strategi komunikasi dua arah dan pengembangan sistem evaluasi terpadu dalam aktivitas kehumasan pemerintah.

Kata Kunci: Public Relations, Humas Pemerintah, Transparansi, Strategi Komunikasi, Model PII

ABSTRACT

IMPLEMENTING THE PUBLIC RELATIONS STRATEGY OF THE PEKALONGAN DISTRICT GOVERNMENT AS AN EFFORT TO INCREASE GOVERNMENT TRANSPARENCY

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This study aims to analyze the implementation of public relations strategies employed by the Public Relations Division of the Pekalongan Regency Government to enhance governmental transparency. The research is motivated by a decline in public trust following the 2024 General Election, which was triggered by public concerns regarding alleged practices of collusion, corruption, and nepotism within the local government. The Public Relations Division has implemented various communication strategies in response to these issues, including online media, media relations, and public events. This study employs a descriptive qualitative approach, utilizing the PII evaluation model (Preparation, Implementation, Impact) developed by Cutlip and Center as the analytical framework. Data were collected through interviews, observations, and documentation. The findings indicate that the implemented public relations strategies have successfully established an open communication channel between the government and the public. Social media, official government websites, and collaboration with local media have significantly contributed to building a transparent government image. However, ongoing evaluation and increased public participation are necessary to sustain transparency in the long term. This research recommends strengthening two-way communication strategies and developing an integrated evaluation system within government public relations practices.

Keywords: *Public Relations, Government PR, Transparency, Communication Strategy, PII Model*