

ABSTRAK

Lembaga Ilmu Pengetahuan Indonesia (LIPI) memiliki sumber daya riset dan inovasi di bidang penanganan Covid-19. Informasi hasil riset dan inovasi tersebut bermanfaat mereduksi kondisi situasi krisis yaitu ketidakpastian (*uncertainty*) dan ambiguitas (*equivocality*) apabila dikomunikasikan secara optimal. Namun dalam komunikasi hasil riset, humas LIPI memiliki keterbatasan anggaran kehumasan dan kompetensi SDM, serta kurangnya sinergitas dengan pemangku kepentingan. Di masa *new normal*, humas LIPI berpeluang mengatasi keterbatasan anggaran melalui inovasi-inovasi kehumasan berupa pemanfaatan teknologi informasi dan komunikasi yang dapat disesuaikan dengan kompetensi SDM-nya. Selanjutnya untuk mendorong sinergitas dengan pemangku kepentingan (*constituent* dan *client public* internal maupun eksternal), inovasi kehumasan harus memuat unsur komunikasi efektif yaitu pemilihan media dan pesan yang tepat. Melalui metode studi kasus ditemukan adanya inovasi kehumasan dalam upaya komunikasi hasil riset dan inovasi Covid-19 LIPI yaitu berupa pemanfaatan media pertemuan online. Selain itu terdapat pemilihan media kaya hingga miskin berupa media tatap muka terbatas, pertemuan *online* (Talk to Scientist), media tulis *addressed document* (e-mail), dan media tulis *unaddressed document* (website, media sosial, *e-majalah* dan *e-buletin*). Media tulis *unaddressed document* dominan dimanfaatkan terutama dalam berkomunikasi dengan *client public* eksternal. Sementara media komunikasi tatap muka terbatas dimanfaatkan untuk berkomunikasi dengan *constituent public* eksternal seperti melalui penyelenggaraan mini expo. Pesan yang dikonstruksi pada media-media tersebut adalah *instructing*, *adjusting*, *internalizing* dengan banyak menggunakan *adjusting information*. Sedangkan komunikasi dengan *constituent* dan *client public* internal dilakukan melalui media tatap muka hingga media tulis *addressed document* dalam rangka koordinasi, pendampingan, liputan dan penyebar luasan kegiatan.

KATA KUNCI: Media, Pesan, Kekayaan Media, Teori Informasi, Covid-19, LIPI

ABSTRACT

The Indonesian Institute of Sciences (LIPI) has research and innovation resources to overpass Covid-19. The information about its resources has to be optimally communicated in order to reduce uncertainty and ambiguity during the crisis. But, LIPI public relations (PR) department has a narrow PR budget, Human Resource (HR) competencies, and stakeholder synergy. In the new normal era, LIPI PR has the opportunity to overcome its budget constraints through PR innovations, e.g. by using information and technology advances that are adapted to each HR competence. Furthermore, to strengthen the synergy with stakeholders (internal and external public (constituents, and clients)), the new communication program needs to be effective. The effectiveness can be shown from the media and message selection. Through the case study method, there was LIPI PR innovation through an online meeting for communicating the LIPI Covid-19 research results. In addition, there is a media selection (rich-poor media) which limited to face-to-face communication, online meetings (Talk to Scientist), written media-addressed documents (e-mail), and written media-unaddressed documents (websites, social media, e-magazines, and e-bulletins). Written media (unaddressed documents) is frequently used by LIPI PR to communicate with external public clients. While face-to-face communication is limited to communicating with external public constituents, such as through mini-expos. The messages constructed in these media are often using adjusting information than instructing, and internalizing information. Meanwhile, for communicating with internal public constituents and clients, LIPI PR uses face-to-face communication to written media-addressed documents for coordination, mentoring, reporting, and dissemination.

KEYWORD: Media, Messages, Media Richness, Information Theory, Covid-19, LIPI