

ABSTRAK

Komunikasi publik pemerintah yang efektif berperan vital untuk menghadapi krisis atau situasi yang mengancam, seperti pandemi Covid-19. Utamanya, kampanye komunikasi publik di situasi krisis dimanfaatkan sebagai moda intervensi pemerintah dalam mengedukasi publik dan mempersuasi perubahan perilaku yang bermakna. Menyambut babak baru pandemi Covid-19 yakni era Adaptasi Kebiasaan Baru, Direktorat Jenderal Informasi dan Komunikasi Publik Kementerian Komunikasi dan Informatika Republik Indonesia bersama mitra strategisnya Komite Penanganan Covid-19 dan Pemulihan Ekonomi Nasional menggulirkan kampanye #MulaiDariKamu. Kampanye berskala besar ini bertujuan menyebarluaskan semangat saling bantu dan edukasi sesama serta ajakan penerapan protokol kesehatan maupun vaksinasi. Agar dapat berjalan efektif, kampanye ini perlu disokong oleh perencanaan kampanye yang matang dan sistematis.

Riset ini berfokus mengelaborasi perencanaan strategis kampanye #MulaiDariKamu periode 2021 dalam menghadapi krisis pandemi. Lebih jauh, riset ini akan memaparkan penyusunan strategi kontekstualisasi, strategi perencanaan kampanye, dan evaluasi kampanye #MulaiDariKamu periode 2021. Melalui studi kasus, peneliti akan menganalisis perancangan kampanye #MulaiDariKamu periode 2021 dengan mengadaptasi konsep perencanaan strategis kampanye komunikasi publik menurut Atkin & Rice (2013) dan Matusitz (2022) yang mempertimbangkan *best practice* berkomunikasi di situasi krisis menurut Seeger (2006) dan Covello (2003), serta strategi komunikasi pemerintah di situasi pandemi menurut Radwan & Mousa (2020).

Hasil riset memperlihatkan bahwa DJIKP Kementerian Kominfo dan pihak terlibat mengadopsi perencanaan strategis dalam merancang kampanye #MulaiDariKamu periode 2021. Adapun proses yang ditemukan memiliki beberapa penyesuaian, antara lain diawali pembentukan tim *ad-hoc* untuk memahami perkembangan situasi & publik, serta menetapkan visi menysar kesadaran hingga perubahan perilaku. Mereka kemudian mengembangkan strategi komunikasi positif berbasis edukatif-persuasif yang disokong strategi diseminasi *generalist* dan kolaborasi *pentahelix*. Selanjutnya, untuk menjaga akuntabilitas, dilakukan pemantauan dan audit keberlangsungan dan capaian kampanye oleh tim internal dan pejabat khusus secara berkala. Proses ini berjalan secara dinamis karena bersaing dengan situasi yang memerlukan respons cepat di waktu yang bersamaan. Dengan demikian, perencanaan kampanye komunikasi publik lembaga pemerintahan dalam menghadapi krisis (pandemi) harus berjalan secara strategis, mengedepankan strategi edukatif-persuasif, kolaboratif, serta adaptif.

Kata kunci: komunikasi publik pemerintah, kampanye komunikasi publik, perencanaan strategis, krisis pandemi, kementerian komunikasi dan informatika

ABSTRACT

Effective government public communication plays a vital role in dealing with crises or threatening situations, such as the Covid-19 pandemic. In crisis circumstances, public communication campaigns are primarily utilized as a means of government intervention to educate the public and encourage meaningful behavioural changes. Addressing the new phase of Covid-19 pandemic, namely the New Habit Adaptation era, the Directorate General of Information and Public Communication of the Ministry of Communication and Informatics of the Republic of Indonesia alongside its strategic partner, the Committee for Handling Covid-19 and National Economic Recovery (KPC-PEN) rolled out the #MulaiDariKamu campaign. This large-scale initiative aims to not only disseminate the spirit of cooperation through mutual assistance and educating others but also to prompt the adoption of health protocols and vaccination. In order to run effectively, this campaign needs to be supported by thorough and systematic campaign planning.

This research focuses on elaborating the strategic planning of the #MulaiDariKamu campaign in 2021 to face the pandemic crisis. Furthermore, this research elucidates the development of contextualization strategies, campaign planning strategies, and evaluation of #MulaiDariKamu campaign in 2021. By conducting case study, this research analyzes the design of the #MulaiDariKamu campaign for the 2021 period by adapting the concept of strategic planning of public communication campaigns according to Atkin & Rice (2013) and Matusitz (2022) and considers best practices for communicating in crisis situations posited by Seeger (2006) and Covello (2003), as well as government communication strategies in pandemic situations suggested by Radwan & Mousa (2020).

Research findings indicate that the Directorate General of Information and Public Communication of the Ministry of Communication and Informatics and the parties involved, adopted strategic planning in designing the #MulaiDariKamu campaign in 2021. However, this study found that there have been several adjustments in the process, including the formation of an *ad-hoc* team to comprehend the latest situation & the public, and set a vision to target awareness to behavior change. They then developed positive communication based on educative-persuasive strategy, supported by a generalist dissemination strategy and pentahelix collaboration. Furthermore, to maintain accountability, regular monitoring and auditing of the campaign's implementation and outcomes were carried out by internal teams and specialized officials. The whole process runs dynamically due to the nature of situations that require a quick response at the same time. Thus, the planning of public communication campaigns of government institutions in facing a (pandemic) crisis must run strategically while prioritizing educative-persuasive, collaborative, and adaptive strategies.

Keywords: government public communication, public communication campaign, strategic planning, pandemic crisis, ministry of communication and informatics