

ABSTRAK

Maraknya hoaks saat ini semakin tidak terarah, seiring dengan pertumbuhan teknologi informasi dan komunikasi yang demikian pesat. Hampir di seluruh aspek kehidupan bermunculan hoaks. Topik kesehatan pun tidak luput dari kabar hoaks. Pejabat publik pun juga kerap terlibat dalam pemberitaan hoaks terkait kesehatan. Humas RSA UGM sebagai salah satu rumah sakit percontohan pun ikut andil dalam mengklarifikasi adanya hoaks kesehatan. Humas RSA UGM mengambil tindakan untuk menyelesaikan permasalahan tersebut. Penelitian ini menganalisis bagaimana strategi Humas RSA UGM dalam merespon hoaks kesehatan. Analisis dilakukan menggunakan konsep strategi humas milik Ronald D. Smith (2005) yang terbagi ke dalam bentuk strategi proaktif dan strategi reaktif. Hasil penelitian menunjukkan bahwa dalam merespon hoaks kesehatan rekrutmen Humas RSA UGM melakukan melakukan upaya preventif jauh sebelumnya dalam bentuk tindakan dan komunikasi proaktif di media sosial milik mereka. Pada saat hoaks muncul, Humas RSA UGM melalui akun media sosial miliknya melakukan edukasi dan menempuh strategi reaktif untuk merespon gejala ditengah-tengah public. Dalam menjalankan strategi respon hoaks, Humas RSA UGM lebih mengandalkan komunikasi media sosial daripada komunikasi media konvensional.

Kata kunci: hoaks kesehatan, media sosial; humas; proaktif; reaktif.

ABSTRACT

The rise of hoaxes is currently increasingly undirected, along with the rapid growth of information and communication technology. In almost all aspects of life, hoaxes appear. The topic of health is not free from hoax news. Public officials are also often involved in reporting hoaxes related to health. Public Relations of RSA UGM as one of the pilot hospitals also took part in explaining the existence of health hoaxes. RSA UGM Public Relations took action to resolve this problem. This research analyzes how RSA UGM's public relations strategy responds to health hoaxes. The analysis was carried out using Ronald D. Smith's (2005) concept of public relations strategy which is divided into proactive strategies and reactive strategies. The results of the research show that in responding to health hoaxes, RSA UGM Public Relations recruits carried out preventive efforts well in advance in the form of proactive action and communication on their social media. When hoaxes emerged, RSA UGM Public Relations through its social media accounts provided education and adopted reactive strategies to respond to turmoil in society. In carrying out a strategy to respond to hoaxes, RSA UGM Public Relations relies more on social communication media than conventional communication media.

Keywords: Health hoaxes, social media, public relations, proactive, reactive