

ABSTRACT

The Dumai City shipping zone is an international transportation route, which has a strategic position for economic and industrial growth. Ministry of Transportation Regulation No. 819 of 2018 is a policy that aims to regulate shipping zones and provide security insurance for port service users. Unfortunately, this regulation has caused negative reactions from the public, especially fishermen. This research analyzes the Dumai City KSOP communication strategy in implementing the regulations. This research uses a descriptive qualitative approach with a focus on stakeholder communication strategies related to the regulations. The main unit of analysis is communication strategy, and the research subject involves the Ministry of Transportation and various supporting stakeholders, such as government agencies, companies and the community. The research results show that KSOP carries out outreach through various activities, such as annual outreach events, distribution of social assistance and life jackets for fishing communities, as well as collaboration with related agencies and government agencies, including the Water Police to monitor ships that violate the rules. Apart from that, KSOP also involves community and company participation, including certification and standardization of shipping safety instruments. With supporting infrastructure and facilities such as beacon towers, SBNP facilities, and beacon lights, the implementation of the regulations aims to optimize safety, security and smooth shipping in Dumai City waters. Even though there are several obstacles, the implementation of this Kepmenhub is an important step in regulating shipping activities, providing protection for ships and the public, and improving water management in the city of Dumai.

Keywords: stakeholder analysis, development communication, communication strategy communication policy

ABSTRAK

Perairan Kota Dumai merupakan jalur transportasi internasional, yang memiliki posisi strategis terhadap pertumbuhan ekonomi dan industri. Peraturan Kementerian Perhubungan No. 819 tahun 2018 merupakan kebijakan yang bertujuan untuk mengatur zona pelayaran dan memberikan asuransi keamanan bagi pengguna jasa Pelabuhan. Sayangnya, regulasi ini menimbulkan reaksi negatif dari masyarakat, khususnya para nelayan. Penelitian ini menganalisis komunikasi KSOP Kota Dumai dalam mengimplementasikan Kepmenhub No. 819 tahun 2018. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan fokus pada strategi komunikasi stakeholders terkait Peraturan Kementerian Perhubungan No. 819 tahun 2018. Unit analisis utama adalah strategi komunikasi, dan subjek penelitian melibatkan Kementerian Perhubungan serta berbagai stakeholders pendukung, seperti lembaga pemerintah, perusahaan, dan masyarakat. Hasil penelitian menunjukkan bahwa KSOP melakukan sosialisasi melalui berbagai kegiatan, seperti acara sosialisasi tahunan, pembagian bantuan sosial dan life jacket bagi masyarakat nelayan, serta kerjasama dengan dinas terkait dan instansi pemerintah, termasuk Polisi Air untuk pengawasan kapal yang melanggar aturan. Selain itu, KSOP juga melibatkan partisipasi masyarakat dan perusahaan, termasuk sertifikasi dan standardisasi instrumen keselamatan pelayaran. Dengan infrastruktur dan sarana penunjang seperti menara suar, fasilitas SBNP, dan lampu suar, implementasi Kepmenhub No. 819 bertujuan untuk mengoptimalkan keselamatan, keamanan, dan kelancaran pelayaran di perairan Kota Dumai. Meskipun ada beberapa kendala, implementasi Kepmenhub ini menjadi langkah penting dalam mengatur aktivitas pelayaran, memberikan perlindungan bagi kapal dan masyarakat, serta meningkatkan tata kelola perairan kota Dumai.

Kata kunci: analisis stakeholder, komunikasi pembangunan, komunikasi kebijakan strategi komunikasi