

Abstrak

Penelitian ini membahas strategi komunikasi dalam proses transisi Kementerian Hukum dan HAM menjadi Kementerian Hukum, Kementerian HAM, Kementerian Imigrasi dan Pemasarakatan, dan Kementerian Koordinator Bidang Hukum, HAM, Imigrasi dan Pemasarakatan. Penelitian ini bertujuan menganalisis strategi Kementerian Hukum dan HAM dalam mengomunikasikan perubahan organisasinya kepada publik di internal dan eksternal organisasi. Menggunakan pendekatan kualitatif dan metode studi kasus, penelitian ini berlandaskan pada teori komunikasi perubahan organisasi dan model komunikasi strategis. Hasil penelitian menunjukkan bahwa strategi komunikasi internal didominasi penyebarluasan informasi formal melalui sistem digital, namun terdapat risiko resistensi karena sedikitnya ruang partisipasi bagi pegawai. Strategi komunikasi eksternal dilakukan dengan desain strategis bertahap, kolaborasi antar-kementerian, kampanye pelayanan publik, dan personifikasi pimpinan. Terbentuk pola seperti ‘induk yang mengajari anaknya berjalan’ dalam proses transisi kementerian, di mana stabilitas sistem komunikasi kementerian induk menjadi faktor kunci keberhasilan komunikasi perubahan organisasi.

Kata kunci: Kementerian Hukum dan HAM, komunikasi perubahan organisasi, strategi komunikasi, transisi kementerian

Abstract

This study examines communication strategies during the organizational transition of the Ministry of Law and Human Rights into Ministry of Law, Ministry of Human Rights, Ministry of Immigration and Correctional Affairs, and the Coordinating Ministry of Law, Human Rights, Immigration and Correctional Affairs. This study aims to analyze the ministry's strategies in communicating organizational change to both internal and external public. Employing a qualitative approach with a case study method, the research is grounded in organizational change communication theory and strategic communication model. The findings indicate that internal communication was dominated by formal information dissemination through digital system, which faced resistance risk due to limited employee participation. Externally, strategies involved a phased strategic design, inter-ministerial collaboration, public service campaign, and the personification of leaders. The transition reflects a pattern of 'parent teaching the child to walk', where the stability of ministry's communication system served as a key factor in successful organizational change communication.

Keywords: communication strategy, Ministry of Law and Human Rights, ministry transition, organizational change communication