

Intisari

Penelitian ini berfokus pada manajemen komunikasi dalam kampanye sosial Sensus Ekonomi 2016 oleh Badan Pusat Statistik Daerah Istimewa Yogyakarta. Tujuan dari penelitian ini adalah mengetahui manajemen komunikasi dalam kampanye sosial sensus ekonomi 2016 di Badan Pusat Statistik Daerah Istimewa Yogyakarta, BPS Kabupaten Sleman, dan BPS Kota Yogyakarta. Teori yang digunakan yaitu teori manajemen komunikasi oleh Parag Diwan dan George R. Terry serta teori kampanye oleh Atkin dan Rice. Metode yang dipakai adalah studi kasus dikarenakan fenomena ini hanya terjadi di BPS dan dilakukan sepuluh tahun sekali, serta dilengkapi dengan pendekatan konstruktivisme. Data dikumpulkan melalui observasi, wawancara mendalam, serta dokumen-dokumen kampanye, dan kemudian dianalisis menggunakan metode deskriptif kualitatif.

Hasil penelitian mengemukakan bahwa kampanye sosial sensus ekonomi 2016 mempunyai pesan bahwa masyarakat harus mengetahui kegiatan sensus ekonomi 2016. Tahapan manajemen komunikasi kampanye sosial yaitu pertama, meliputi tahap perencanaan berupa penentuan pesan kampanye, pemilihan media dan komunikator yang terlibat. Kedua, tahap pengorganisasian melalui kepanitiaan berdasarkan tupoksi masing-masing bidang di Badan Pusat Statistik. Ketiga, tahap pelaksanaan, yaitu (1) Implementasi kampanye sosial yang berupa penyampaian pesan kampanye, di mana masyarakat harus mengetahui tujuan, maksud, dan manfaat sensus ekonomi, (2) Pemilihan media yang menjangkau sasaran kampanye, dan (3) Penentuan komunikator yang terlibat seperti Sri Sultan sebagai Gubernur, Bupati dan Walikota, Kepala BPS Provinsi, Kabupaten, dan Kota, serta Kepala dinas terkait. Kampanye dilakukan melalui audiensi dengan kepala daerah, kampanye dalam forum resmi, iklan di media cetak dan radio, pemasangan spanduk, baliho, dan pembagian leaflet. Peran kepala daerah terutama Sultan, adalah menghimbau masyarakat untuk mengikuti dan mendukung sensus ekonomi 2016.

Kata kunci: manajemen komunikasi, kampanye sosial, sensus ekonomi.

Abstract

This study focused on national economic survey 2016 composed by Indonesian Statistic Agency. The present research aimed to analyse the communication management of social campaign of national economic survey by Indonesian Statistic Agency – Yogyakarta Special Region Province, District of Sleman, and District of Yogyakarta City. Theory of communication management by Parag Diwan and George R. Terry was combined with theory of campaign by Atkin and Rice. The procedure of case study investigate the phenomenon, that is occurred regularly (once in ten year) and only in Indonesian Statistic Agency. Besides, the constructivism approach completed the investigation. Data collection was conducted through observation, in-depth interview, and survey documents as secondary data, and finally analysed using descriptive qualitative.

The finding revealed that social campaign of national economic survey 2016 suggested the society to be more aware of the survey. The stages of campaign management of social campaign considered planning, that consists of specifying the message and choosing the media and communicator. Secondly, organising, that is forming committee based on Indonesian Statistic staffs' job description. Thirdly, the stage of implementation or execution that contains: (1) Implementation of social campaign comprises conveying the messages, that people should be aware of the goal and benefit of the national economic survey, (2) Choosing the media that scope the target, (3) Considering the involved communicators such as Sultan as governor, majors of Sleman and Yogyakarta City, the Head of Indonesian Statistic Agency – level of province and districts, as well as the Head of local government offices. Campaign was held through audiency, discussion, advertising (using newspaper, radio, banner, billboard, and leaflet). Sultan and other Heads of districts played important role in informing the society to fully support the national economic survey 2016.

Key words: communication management, social campaign, national economic survey.