

Strategi Humas Dalam Merespon Hoaks
(Studi Kasus Strategi Humas PT Pusri Palembang dalam Merespon Berita Hoaks
di Media *Online* tentang Iklan Rekrutmen Karyawan Tahun 2017)

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ABSTRAK

Penyebaran hoaks belakangan ini semakin tidak terbendung, seiring dengan pertumbuhan teknologi informasi dan komunikasi yang demikian pesat. Hampir di seluruh aspek kehidupan bermunculan hoaks. Bursa pencarian kerja pun tidak luput dari jebakan hoaks, seperti yang dialami PT Pupuk Sriwidjaja (Pusri) Palembang. Hampir setiap tahun publik PT Pusri dihantui berita bohong iklan rekrutmen karyawan, sehingga membuat Humas Pusri harus mengambil tindakan untuk menyelesaikan permasalahan tersebut. Penelitian ini menganalisis bagaimana strategi Humas PT Pusri dalam merespon hoaks iklan rekrutmen karyawan di tahun 2017 dengan menggunakan metode studi kasus. Analisis dilakukan menggunakan konsep strategi humas milik Ronald D. Smith (2005) yang terbagi ke dalam bentuk strategi proaktif dan strategi reaktif. Kemudian ditambah dengan analisis karakteristik media *online* yang digunakan Humas Pusri dalam merespon hoaks berdasarkan konsep media baru dari Denis McQuail (2008). Hasil penelitian menunjukkan bahwa dalam merespon hoaks iklan rekrutmen karyawan di tahun 2017, Humas Pusri telah melakukan upaya preventif jauh sebelumnya dalam bentuk tindakan dan komunikasi proaktif. Pada saat hoaks muncul, Humas Pusri menempuh strategi reaktif untuk merespon gejala ditengah-tengah publik melalui pernyataan sikap dan diseminasi informasi secara berkesinambungan. Dalam menjalankan strategi respon hoaks, Humas Pusri lebih mengandalkan komunikasi media *online* daripada komunikasi media massa konvensional dan komunikasi langsung (tatap muka).

Kata kunci: hoaks; media sosial; proaktif; reaktif.

Public Relations Strategies In Responding Hoax

(Case Study of PT Pusri Palembang's Public Relations Strategy in Responding to Hoax in Online Media about Employee Recruitment Advertisement in 2017)

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ABSTRACT

The spread of hoax is recently unstoppable, along with the rapid development of information and communication technology. Almost in all aspect of life, hoaxes are popping out. Even in job seeker issues, it is not free from hoax trap at all as experienced by PT Pupuk Sriwidjaja (Pusri) Palembang. Almost every year, the public of this corporation are being haunted by false news about employee recruitment advertisement. Therefore, Public Relations Department of Pusri must take action to resolve these problem. This study analyzes how PT Pusri's PR strategy in responding to hoaxes of employee recruitment advertising in 2017, using the case study method. Analysis was conducted using Ronald D. Smith's (2005) public relations strategy concept, which is divided into proactive strategy and reactive strategy. It is also added with the analysis of the characteristics of online media used by Pusri's PR in responding to hoaxes based on the new media concept of Denis McQuail (2008). The results showed that in responding to hoaxes of employee recruitment advertising in 2017, Pusri's PR had done some preventive effort in the form of proactive action and communication. When hoax appears, Public Relations of Pusri takes a reactive strategy to respond to turmoil in the midst of the public through continuous statement of attitude and dissemination of information. In carrying out the hoax response strategy, Public Relations of Pusri relies more on online media communication than conventional mass media communication and direct communication.

Keywords: *hoax; social media; proactive; reactive.*