

**Manajemen Komunikasi Program NGO Internasional di Indonesia
(Studi Kasus Johns Hopkins Center for Communication Program pada
Program Informasi Kesehatan Reproduksi Remaja di Indonesia
tahun 2018)**

INTISARI

Informasi kesehatan reproduksi remaja masih dianggap tabu di Indonesia, belum banyak pihak yang berperan dalam penyebaran isu ini. Salah satu NGO Internasional yang fokus pada isu tersebut adalah Johns Hopkins Center for Communication Program (JHCCP) yang telah beroperasi di Indonesia sejak 1990. Namun, JHCCP menyadari bahwa penyebaran informasi kesehatan reproduksi remaja masih terbatas, untuk itu tahun 2017 JHCCP mulai menjalin kemitraan dengan beberapa sektor dan mulai masuk ke penyebaran secara digital. Melalui penelitian kualitatif ini, peneliti melihat bagaimana dinamika komunikasi yang terjadi antara JHCCP dengan mitra-mitranya, khususnya pada program “Dokter Gen Z”. Penelitian ini menggunakan metode studi kasus dengan teknik pengambilan data yang digunakan melalui wawancara mendalam, observasi, dan dokumen. Peneliti menemukan ada perbedaan bentuk kemitraan, yakni hanya Hipwee yang merupakan *strategic partnership*, BKKBN dan ARH TWG masuk pada bentuk *potential partnership*, sementara vendor, konsultan, dan KOL/*influencer* merupakan *complimentary partnership*. Strategi komunikasi yang dibuat dari perencanaan hingga pelaksanaan program membutuhkan proses yang panjang. Terdapat hambatan yang terjadi yaitu hambatan persepsi, budaya, bahasa, dan saluran komunikasi. Namun, dari dinamika komunikasi pada kemitraan yang terjadi, secara evaluasi program ini mampu mencapai target dan dilihat dari sustainabilitas telah memenuhi aspek internal dan eksternal. Sustainabilitas internal yakni manajemen proses sumber daya dalam organisasi dan mitra yang terlibat dalam program, dan sustainabilitas eksternal dilihat dari tanggung jawab sosial, keuangan, dan penerimaan audiens.

Kata Kunci : NGO Internasional, komunikasi program, strategi komunikasi

**Communication Management Program at International NGO in Indonesia
(Case Study on Johns Hopkins Center for Communication Program for the
Adolescent Reproductive Health Information Program in Indonesia
in 2018)**

ABSTRACT

Adolescent reproductive health information is still considered taboo in Indonesia, not many parties have a role in the spread of this issue. One international NGO that focuses on this issue is the Johns Hopkins Center for Communication Program (JHCCP), which has been operating in Indonesia since 1990. However, JHCCP realizes that the dissemination of information on adolescent reproductive health is still limited, for that reason in 2017 JHCCP began to establish partnerships with several sector and began to go into digital deployment. Through this qualitative study, researchers looked at how the communication dynamics that occurred between JHCCP and its partners, especially in the "Doctor Z Genes" program. This study uses a case study method with data collection techniques used through in-depth interviews, observations, and documents. Researchers found there are different forms of partnership, that is only Hipwee which is a strategic partnership, BKKBN and ARH TWG enter in the form of potential partnerships, while vendors, consultants, and KOL / influencers are complimentary partnerships. Communication strategies made from planning to program implementation require a long process. There are obstacles that occur that are obstacles of perception, culture, language, and communication channels. However, from the dynamics of communication to the partnership that occurred, the evaluation of this program was able to achieve the target and seen from sustainability that had fulfilled internal and external aspects. Internal sustainability, namely the management of resource processes within the organization and partners involved in the program, and external sustainability seen from social responsibility, finance, and audience reception.

Keywords: NGO, program communication, communication strategy