

INTISARI

Pandemi covid-19 menjadi urgensi yang memerlukan komunikasi publik sebagai solusi untuk mengendalikan situasi krisis yang bertujuan menyelamatkan publik dengan cara mempengaruhi publik untuk bekerja sama dengan pemerintah dalam misi tersebut. Penelitian ini fokus pada retorika komunikasi publik dalam penanganan covid-19 yang digunakan oleh Ridwan Kamil di akun media sosial facebook. Tujuan penelitian ini untuk melihat model retorika apa saja yang digunakan dan seperti apa model tersebut dikembangkan dan diaplikasikan dalam konten unggahan tentang penanganan covid-19 melalui facebook dengan menggunakan konsep *retorika komunikasi publik*, *public communication campaign* dan *komunikasi publik melalui media sosial*. Penelitian ini menggunakan metode analisis isi kualitatif untuk memperoleh dan menganalisis data melalui pengkodean berdasarkan tiga konsep yang digunakan. Hasil penelitian menunjukkan terdapat tiga belas model retorika yang diaplikasikan sebagai bentuk respon solusi untuk mengendalikan situasi krisis yakni *etho centric-Informative*, *Patho centric-Informative*, *Patho centric-Persuasive*, *Patho centric-Informative-Persuasive*, *Patho centric-Prevention-Persuasive*, *Logo centric-Informative*, *Etho-logical-Informative*, *Etho-pathetic-Informative*, *Logo-pathetic-Informative*, *Logo-pathetic-Persuasive*, *Logo-pathetic-Informative-Persuasive*, *Logo-pathetic-Promotion-Persuasive* dan *Etho-Patho-Logo-Informative*. Ragam model retorika dalam konten unggahan mendukung upaya pemerintah meyakinkan dan mempengaruhi publik untuk mencapai tujuan dengan penyesuaian pada aspek komunikasi. Temuan menunjukkan bahwa model-model retorika tersebut dikembangkan dengan elemen retorika dan pendekatan pesan kampanye komunikasi publik serta didukung oleh fitur media sosial. Elemen retorika maupun pendekatan pesan diaplikasikan secara variatif dimana terdapat beberapa aspek yang lebih dominan digunakan sehingga tidak proporsional. Berdasarkan hal tersebut, Ridwan Kamil perlu mengembangkan elemen retorika dengan pendekatan pesan yang seimbang mengingat setiap aspek mendukung komunikasi publik dalam konteks penanganan covid-19.

Kata Kunci: Retorika Komunikasi publik, Kepala daerah, Kampanye komunikasi publik, Facebook

ABSTRACT

The COVID-19 pandemic has become an urgency that requires public communication as a solution to control a crisis situation that aims to save the public by influencing the public to cooperate with the government in this mission. This study focuses on the rhetoric of public communication in handling COVID-19 used by Ridwan Kamil on his Facebook social media account. The purpose of this study is to explore what rhetorical models are used and what kind of models are developed and applied in uploaded content about handling COVID-19 through Facebook using the rhetorical concepts of public communication, public communication campaigns and public communication through social media. This study uses a qualitative content analysis method to obtain and analyze data through coding based on the three concepts used. The results showed that there were thirteen rhetorical models that were applied as a form of response solution to control crisis situations, namely *Etho-centric-Informative*, *Patho-centric-Informative*, *Patho-centric-Persuasive*, *Patho-centric-Informative-Persuasive*, *Patho-centric-Prevention-Persuasive*, *Logo centric. -Informative*, *Etho-logical-Informative*, *Etho-pathetic-Informative*, *Logo-pathetic-Informative*, *Logo-pathetic-Persuasive*, *Logo-pathetic-Informative-Persuasive*, *Logo-pathetic-Promotion-Persuasive* and *Etho-Patho-Logo-Informative*. Various rhetorical models in posted content support the government's efforts to convince and influence the public to achieve goals by adjusting the communication aspect. The findings show that these rhetorical models were developed with rhetorical elements and a public communication campaign message approach and supported by social media features. Rhetoric elements and message approaches are applied in various ways where there are several aspects that are more dominantly used so that they are disproportionate. This study suggests Ridwan Kamil needs to develop elements of rhetoric with a balanced message approach which consider that every aspect supports public communication in the context of handling COVID-19.

Keywords: Public Communication Rhetoric, Public Official, Public Communication Campaign, Facebook