

ABSTRAK

Praktik kehumasan pemerintah pada Humas Pemerintah Provinsi Jawa Tengah (Humas Jawa Tengah) cenderung mengarah pada membangun *branding* Gubernur Jawa Tengah. Hal ini berbeda dari teori bahwa humas sejatinya menjembatani antara organisasi dengan publik, sementara Humas Jawa Tengah berfokus pada Kepala Daerah atau Gubernur Jawa Tengah. Humas Jawa Tengah melakukan penyebaran informasi terkait kegiatan sehari-hari Gubernur Jawa Tengah melalui Instagram @humas.jateng dalam bentuk konten visual disertai dengan *caption* yang menyebut nama dan tagar “Ganjar Pranowo”. Praktik kehumasan yang dilakukan Humas Jawa Tengah ini menunjukkan kecenderungan Humas Jawa Tengah menjembatani antara kepala daerah dengan publik melalui *branding*. Oleh karena itu, peneliti bermaksud untuk mengetahui dan menganalisis tentang strategi Humas Pemerintah Provinsi Jawa Tengah dalam membangun *branding* Gubernur Jawa Tengah melalui Instagram Humas Jawa Tengah (@humas.jateng).

Penelitian ini berangkat dari konsep strategi humas Sandra Oliver yakni *reputation management* (manajemen reputasi), model humas Grunig & Hunt, dan *personal branding laws* Montoya & Vandehey. Penelitian ini merupakan penelitian kualitatif deskriptif yang dilakukan menggunakan metode studi kasus tunggal. Metode pengumpulan data penelitian ini yaitu wawancara dan dokumentasi. Lebih lanjut, teknik analisis yang digunakan adalah pencocokan pola dan pembuatan eksplanasi serta menggunakan teknik validitas triangulasi metode untuk mengetahui kebenaran dan validitas penelitian. Hasil penelitian menunjukkan bahwa Humas Jawa Tengah melakukan strategi manajemen reputasi sesuai tugas pokok dan fungsinya yakni dengan menyebarkan informasi melalui Instagram @humas.jateng terkait kegiatan institusional yang dilakukan Gubernur Jawa Tengah dan mengintegrasikan strategi tersebut dengan menerapkan model humas *one-way symmetrical (public information)* dan *two-way (symmetrical dan asymmetrical)*. Selanjutnya, hal tersebut mengarah kepada strategi Humas Jawa Tengah membangun *branding* Gubernur Jawa Tengah yakni dengan menerapkan strategi *personal branding laws* dalam beberapa konsep, yaitu *the law of: specialization (ability, behavior, lifestyle, mission, product), leadership, personality, distinctiveness, visibility, unity, persistence*, dan *goodwill*. Meski demikian, Humas Jawa Tengah tidak menentukan perencanaan strategi khusus di awal membangun *branding*, namun informasi pada Instagram @humas.jateng secara keseluruhan berisi aktivitas Gubernur Jawa Tengah (*activity based*) yang membentuk *branding* Gubernur Jawa Tengah dalam *personal branding laws*.

Kata kunci: Hubungan Masyarakat, Humas Pemerintah, Strategi Humas, Branding, Kepala Daerah, Media Sosial, Instagram.

ABSTRACT

The practice of government public relations in the Public Relations Department of Central Java Government (Public Relations of Central Java/Humas Jawa Tengah) tends to lead to building the branding of the Central Java Governor. This is different from the theory that public relations connect between the organization and the public, while Humas Jawa Tengah focuses on the Regional Head or Central Java Governor. Humas Jawa Tengah is disseminating information related to the daily activities of the Central Java Governor through Instagram @humas.jateng in the form of visual content followed by a caption that mentions name and hashtag "Ganjar Pranowo". The public relations practice carried out by Humas Jawa Tengah shows the tendency of Humas Jawa Tengah to bridge between the regional head and the public through branding. Therefore, researcher intends to find out and analyze the Public Relations Department of Central Java Government strategy in building Central Java Governor's branding through Instagram of Humas Jawa Tengah (@humas.jateng).

This research departs from the concept of Sandra Oliver's public relations reputation management strategy, Grunig & Hunt's model of public relations, and Montoya & Vandehey's personal branding laws. This research is a descriptive qualitative research conducted using a single case study method. The data collection methods of this research are interview and documentation. Furthermore, the analytical technique used is pattern matching and making explanations as well as using the validity of the triangulation method to find out the truth and validity of the research. The results showed that Humas Jawa Tengah carried out a reputation management strategy according to its main duties and functions, namely by disseminating information through Instagram @humas.jateng regarding institutional activities done by the Central Java Governor and integrating this strategy with the one-way symmetrical (public information) and two-way (symmetrical and asymmetrical) public relations model. Furthermore, this lead to the Humas Jawa Tengah strategy to build the branding of the Central Java Governor, namely by implementing the personal branding laws strategy in several concepts, i.e. the law of: specialization (ability, behavior, lifestyle, mission, product), leadership, personality, distinctiveness, visibility, unity, persistence and goodwill. However, Humas Jawa Tengah did not plan a specific strategy in building the branding, but the information on Instagram @humas.jateng as a whole contains the activities of the Central Java Governor (activity based) which forms the branding of the Central Java Governor in the concept of personal branding laws.

Keywords: *Public Relations, Government Public Relations, Public Relations Strategy, Branding, Regional Head, Social Media, Instagram.*