

ABSTRAK

Penelitian ini berfokus pada evaluasi tahapan kegiatan Humas Kementerian dalam mengkomunikasikan capaian kinerja Kementerian PUPR bidang penyelenggaraan jalan tahun 2018 melalui media sosial. Penelitian ini dilatarbelakangi adanya instruksi presiden RI kepada seluruh Kementerian/Lembaga untuk menggunakan media sosial dalam mengkomunikasikan capaian kinerja melalui media sosial, kegiatan humas kementerian menggunakan media sosial untuk mengkomunikasikan capaian kinerja dan evaluasi tahapan kegiatan humas yang belum pernah dilakukan. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian adalah penelitian evaluatif deskriptif. Teknik pengumpulan data melalui wawancara mendalam, studi pustaka dan dokumentasi. Untuk melakukan evaluasi pada kegiatan Humas Kementerian dalam mengkomunikasikan capaian kinerja Kementerian PUPR bidang penyelenggaraan jalan tahun 2018 melalui media sosial, peneliti menggunakan PRE Process Model yang mencakup 5 (lima) tahapan Hasil dari penelitian ini adalah Humas Kementerian dalam mengkomunikasikan capaian kinerja Kementerian PUPR bidang penyelenggaraan jalan tahun 2018 melalui media sosial telah menerapkan tahapan kegiatan humas yaitu 1) Pengumpulan fakta/ data, 2) perencanaan dan pemrograman, 3) mengambil tindakan berkomunikasi dan 4) mengevaluasi program dan di sisi lain, humas juga membentuk tim yang secara khusus mengelola media sosial. Namun di sisi lain juga terdapat beberapa temuan yang dapat berdampak pada perencanaan dan pelaksanaan kegiatan selanjutnya jika tidak segera dilakukan perbaikan.

Keywords: *Cyber Public Relations, Public Relations Evaluation, Government PR, Kementerian PUPR.*

ABSTRACT

This research was conducted to Evaluate The Stages Of The Public Relations Activities In Communicating The Performance Achievements Of The Ministry Of Public Works And Public Housing In The Field Of Road Administration In 2018 Through Social Media. This research is motivated by the instructions of the Indonesian president to all Ministries / Institutions to use social media in communicating performance achievements through social media, ministry public relations activities using social media to communicate performance achievements and evaluation of stages of public relations activities that have never been done. This research uses a qualitative approach with type of this research is descriptive evaluative research. Data collection techniques using in-depth interviews, literature studies and documentation. To evaluate the Ministry of Public Relations activities in communicating the performance achievements of the Ministry of Public Works and Public Works in the field of road administration in 2018 through social media, researchers used the PRE Process Model which included 5 (five) stages. The findings of this research are the Ministry of Public Relations in communicating the performance achievements of the Ministry of Public Works and Public Works in the field of road management in 2018 through social media implementation stages namely 1) Collection of facts / data, 2) planning and programming, 3) communicating actions and 4) evaluating programs and on the other hand, public relations also formed teams that specifically manage social media. But on the other hand there are also some findings that can have an impact on the planning and implementation of further activities if no immediate repairs are made.

Keywords: *Cyber Public Relations, Public Relations Evaluation, Government PR, Kementerian PUPR.*