

ABSTRAK

Muhammad Wisnu Yuliatmoko: Strategi Komunikasi Humas Direktorat Pendidikan Profesi Guru dalam Mensosialisasikan Program Pendidikan Profesi Guru Bagi Calon Guru (Prajabatan) (Studi Deskriptif Kualitatif pada Kementerian Pendidikan Dasar dan Menengah).

Pentingnya peran humas dalam menyebarkan informasi kepada publik menjadi kunci keberhasilan sosialisasi Program Pendidikan Profesi Guru (PPG). Sebagai program strategis untuk mencetak guru profesional, PPG memerlukan komunikasi yang efektif. Diperlukan strategi komunikasi untuk menyampaikan informasi secara jelas, serta memastikan pesan dipahami oleh calon peserta program PPG.

Penelitian ini bertujuan mendeskripsikan strategi komunikasi humas yang dilakukan oleh Tim Komunikasi Publik Direktorat PPG dalam mensosialisasikan program PPG bagi calon guru (prajabatan). Fokus utama penelitian ini yaitu pada tiga proses komunikasi yakni, perencanaan, pelaksanaan dan evaluasi.

Metode yang digunakan pada penelitian ini deskriptif kualitatif dengan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi komunikasi dilaksanakan melalui tiga tahapan utama, yaitu: (1) perencanaan, yang mencakup kolaborasi dengan pemangku kepentingan, penyesuaian pesan dengan kemampuan audiens, penyusunan konten yang jelas, serta pemanfaatan media digital (Instagram, YouTube, website, dan microsite); (2) pelaksanaan, yang menitikberatkan pembangunan pada kredibilitas melalui keterlibatan pemangku kepentingan dan educreator, penggunaan bahasa sederhana, penyesuaian gaya komunikasi dengan karakter lulusan S-1, serta penyampaian informasi secara konsisten sesuai linimasa program; (3) evaluasi, yang dilakukan pasca program untuk menilai efektivitas media, respon audiens, serta pencapaian tujuan. Evaluasi menunjukkan bahwa strategi komunikasi berhasil menjangkau audiens luas, dibuktikan dengan tingginya partisipasi, antusiasme calon guru di media sosial, serta jumlah pendaftaran yang melebihi kuota.

Kata Kunci : Strategi Komunikasi, PPG, Calon Guru, Humas

ABSTRACT

Muhammad Wisnu Yuliatmoko: *Public Relations Communication Strategy of the Directorate of Teacher Professional Education in Socializing the Teacher Professional Education Program for Prospective Teachers (Pre-Service) (Qualitative Descriptive Study at the Ministry of Primary and Secondary Education).*

The crucial role of public relations in disseminating information to the public is key to the successful dissemination of the Teacher Professional Education Program (PPG). As a strategic program for producing professional teachers, PPG requires effective communication. A communication strategy is needed to convey information clearly and ensure that the message is understood by prospective PPG participants.

This study aims to describe the public relations communication strategies implemented by the Public Communications Team of the PPG Directorate in promoting the PPG program for prospective (pre-service) teachers. The main focus of this study is on three communication processes: planning, implementation, and evaluation.

The method used in this research is descriptive qualitative with a constructivist paradigm. Data collection techniques were carried out through in-depth interviews, observation, and documentation.

The results of the study indicate that the public relations communication strategy is implemented through three main stages, namely: (1) planning, which includes collaboration with stakeholders, adjusting messages to audience capabilities, preparing clear content, and utilizing digital media (Instagram, YouTube, websites, and microsites); (2) implementation, which emphasizes building credibility through stakeholder and educator; using simple language, adjusting communication styles to the character of undergraduate graduates, and delivering information consistently according to the program timeline; (3) evaluation, which was conducted post-program to assess media effectiveness, audience response, and goal achievement. The evaluation showed that the communication strategy succeeded in reaching a wide audience, as evidenced by high participation, enthusiasm of prospective teachers on social media, and the number of registrations exceeding the quota.

Keyword: Communication Strategy, PPG, Prospective Teacher, Public Relations