

ABSTRAK

Fabian Dwiky Rahmawan: Peran Humas Museum Geologi Bandung sebagai Lembaga Edukatif Kebumian

Kebutuhan akan komunikasi pemerintah yang responsif dan adaptif semakin meningkat di tengah era digital dan keterbukaan informasi. Peran Humas menempatkan komunikasi sebagai jembatan penting dalam membentuk citra positif pemerintah sekaligus memperkuat legitimasi kebijakan melalui keterlibatan masyarakat.

Penelitian ini bertujuan untuk menganalisis peran Humas Museum Geologi sebagai lembaga edukatif kebumian menggunakan teori peran humas pemerintahan menurut Rosady Ruslan yang meliputi *communicator*, *relationship*, *back up management*, dan *good image maker*.

Penelitian ini menggunakan paradigma konstruktivistik dengan metode deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan studi dokumentasi. Informan penelitian terdiri dari Ketua Tim Edukasi dan Informasi, staff humas, dan staff teknologi informasi Museum Geologi.

Hasil penelitian menunjukkan bahwa Humas Museum Geologi menjalankan peran *communicator* melalui proses penyampaian informasi kebumian secara edukatif dan komunikatif melalui media digital maupun komunikasi langsung. Pada aspek *relationship*, humas membangun hubungan internal dan eksternal melalui koordinasi, kolaborasi, dan kerja sama dalam pelaksanaan kegiatan edukatif. Pada aspek *back up management*, humas mendukung aktivitas manajerial dan operasional melalui pengelolaan informasi, publikasi, pelaksanaan kegiatan, serta pengelolaan isu dan aspirasi publik. Pada aspek *good image maker*, humas membangun citra positif Museum Geologi melalui pelayanan publik, pemanfaatan media digital, serta pelaksanaan kegiatan edukatif yang melibatkan masyarakat.

Berdasarkan hasil penelitian, Humas Museum Geologi berperan sebagai penghubung komunikasi antara pemerintah dan masyarakat melalui pendekatan edukatif di bidang kebumian serta memperkuat citra Museum Geologi sebagai lembaga edukatif yang informatif dan dekat dengan publik.

Kata Kunci: Peran Humas, Humas Pemerintahan, Museum.

ABSTRACT

Fabian Dwiky Rahmawan: *The Role of Public Relations of the Geological Museum Bandung as a Geological Educational Institution*

The need for responsive and adaptive government communication has become increasingly important in the era of digitalization and information transparency. Government Public Relations positions communication as a strategic bridge to foster a positive image of the government while strengthening the legitimacy of public policies through community engagement.

This study aims to analyze the role of Government Public Relations at the Geological Museum as a geological educational institution using Rosady Ruslan's theory of Government Public Relations roles, which includes communicator, relationship, back up management, and good image maker.

This study employs a constructivist paradigm using a qualitative descriptive method. Data were collected through in-depth interviews, observation, and documentation studies. The informants consisted of the Head of the Education and Information Team, public relations staff, and information technology staff at the Geological Museum.

The results show that the Geological Museum's public relations team performs the communicator role by delivering educational and communicative geological information through digital media and direct communication. In the relationship aspect, public relations builds internal and external relationships through coordination, collaboration, and cooperation in organizing educational activities. In the back up management aspect, public relations supports managerial and operational activities through information management, publication, event implementation, and the management of public issues and feedback. In the good image maker aspect, public relations builds a positive image of the Geological Museum through public services, the utilization of digital media, and the implementation of educational activities involving the community.

Based on the findings, the Geological Museum's public relations team serves as a communication bridge between the government and the public through an educational approach in the field of geology, while also strengthening the image of the Geological Museum as an informative and publicly engaging educational institution.

Keywords: *Public Relations Role, Government Public Relations, Museum*