

ABSTRAK

Naura Jannah Rahmadyah: Implementasi *Government Public Relations* BRIN dalam Menjalankan Fungsi Kehumasan Pasca Integrasi

Badan Riset dan Inovasi Nasional (BRIN) merupakan lembaga pemerintah yang dibentuk melalui integrasi berbagai lembaga riset di Indonesia. Proses integrasi menciptakan penyesuaian dalam pelaksanaan komunikasi publik di dalam lembaga, sehingga diperlukan peran *government public relations*. BRIN dipilih sebagai objek penelitian karena menjalankan fungsi komunikasi publik di tengah proses penyesuaian organisasi pasca integrasi, sehingga menarik untuk dikaji bagaimana implementasi peran tersebut dapat membangun pemahaman dan kepercayaan publik kepada lembaga riset nasional.

Penelitian ini bertujuan untuk mengetahui implementasi *government public relations* BRIN dalam menjalankan fungsi kehumasan pasca integrasi. Penelitian ini menggunakan Konsep Empat Peran Hubungan Masyarakat yang dikemukakan oleh Broom dan Dozier pada tahun 1995, yang terdiri dari peran teknisi komunikasi, fasilitator komunikasi, fasilitator pemecah masalah, dan penasihat ahli. Penelitian ini menggunakan metode deskriptif kualitatif, dengan paradigma konstruktivistik, melalui pengumpulan data berupa pengamatan dan wawancara mendalam.

Hasil penelitian menunjukkan bahwa Humas BRIN telah mengimplementasikan peran *government public relations* dalam menjalankan fungsi kehumasan pasca integrasi melalui keempat peran hubungan masyarakat secara aktif, yaitu: (1) Teknisi komunikasi diwujudkan melalui peran teknis yang tersegmentasi pada fungsi, produksi materi komunikasi melalui proses validasi dan konfirmasi, serta distribusi konten dengan strategi *single content multiplatform*; (2) Fasilitator komunikasi diwujudkan melalui pemantauan isu dan umpan balik publik yang teragendakan, serta penjemputan komunikasi antara publik dan peneliti BRIN; (3) Fasilitator pemecah masalah diwujudkan melalui analisis situasi dan penentuan solusi krisis, serta koordinasi internal dalam merumuskan strategi komunikasi krisis; (4) Penasihat ahli diwujudkan melalui kepercayaan institusi kepada BKPUK dalam pengelolaan komunikasi publik, serta pemberian rekomendasi kepada internal lembaga.

Berdasarkan hasil penelitian disimpulkan bahwa implementasi *government public relations* BRIN menjalankan fungsi kehumasan pasca integrasi secara sistematis dan saling melengkapi, dengan mengacu pada peran hubungan masyarakat.

Kata Kunci: Humas Pemerintah, Fungsi Kehumasan, Komunikasi Publik, BRIN, Konsep Empat Peran Hubungan Masyarakat.

ABSTRACT

Naura Jannah Rahmadyah: *The Implementation of Government Public Relations at BRIN in Performing Public Relations Functions After Integration*

The National Research and Innovation Agency (BRIN) is a government institution formed through the integration of various research institutions in Indonesia. This integration created adjustments in the implementation of public communication within the institution, making the role of government public relations crucial. BRIN was chosen as the research subject because it carries out its public communication function amidst the organizational adjustment process following the integration. Therefore, it is highly relevant to examine how this role can build public understanding and trust in national research institutions.

This study aims to identify the implementation of BRIN government public relations in carrying out its public relations function after integration. This study uses the concept of the Four Public Relations Roles proposed by Broom and Dozier (1995), which consists of the roles of communication technician, communication facilitator, problem solving facilitator, and expert prescriber. This study employs a qualitative descriptive method with a constructivist paradigm, through data collection techniques including observation and in-depth interviews.

The research findings indicate that BRIN public relations has actively implemented the role of government public relations in carrying out post-integration public relations functions through the four public relations roles: (1) Communication technician, which is realized through segmented technical functions, production of communication materials through validation and confirmation processes, and distribution of content using a single content multiplatform strategy; (2) Communication facilitator, which is realized through scheduled issue monitoring and managing public feedback, as well as bridging communication between the public and BRIN researchers; (3) Problem solving facilitator, which is realized through situation analysis and determining crisis solutions, as well as internal coordination in formulating crisis communication strategies; and (4) Expert prescriber, which is realized through the institution's trust in BKPUK to manage public communications, as well as providing recommendations to the institution's internal stakeholders.

Based on the research, it can be concluded that the implementation of BRIN government public relations carries out post-integration public relations functions systematically and complementary, with reference to the role of public relations.

Keywords: *Government Public Relations, Public Relations Function, Public Communication, BRIN, Four Roles of Public Relations Concept.*