

ABSTRAK

Allicia Veriena Sheila Lahana: Peran Humas BAPENDA Provinsi Jawa Barat Dalam Mengimplementasikan Program Pemutihan Pajak Kendaraan Bermotor Tahun 2025.

Program Pemutihan Pajak Kendaraan Bermotor Tahun 2025 di Provinsi Jawa Barat dilaksanakan sebagai upaya BAPENDA memberikan keringanan kepada masyarakat sekaligus mendorong peningkatan kepatuhan wajib pajak kendaraan bermotor. Pelaksanaan Program PPKB Tahun 2025 memerlukan peran humas dalam komunikasi yang mampu meningkatkan pemahaman, partisipasi dan kepercayaan masyarakat terhadap kebijakan yang dijalankan.

Penelitian ini bertujuan mengidentifikasi peran humas BAPENDA Provinsi Jawa Barat dalam mengimplementasikan Program PPKB Tahun 2025 berdasarkan teori peran humas menurut Ruslan yang meliputi *communicator*, *relationship*, *backup management*, dan *good image maker*.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Data diperoleh melalui wawancara mendalam, observasi partisipasi pasif dan dokumentasi. Teknik analisis data menggunakan model spiral Creswell yang meliputi pengorganisasian data, pembacaan data, pengkodean, pembentukan tema, penyajian dan interpretasi data.

Hasil penelitian menunjukkan bahwa humas BAPENDA menjalankan peran sebagai 1) *communicator* melalui *planning*, *programming*, sosialisasi dan publikasi yang didukung dengan riset, rapat koordinasi, penyusunan pesan, pemilihan media, penyesuaian SOP, serta menjalin kerja sama dengan berbagai pihak. 2) *relationship* diwujudkan melalui layanan komunikasi yang responsif, membangun kepercayaan masyarakat serta meningkatkan partisipasi masyarakat 3) *backup management* terlihat dari dukungan komunikasi petugas di lapangan serta penyedia instrumen komunikasi operasional. 4) *good image maker* terlihat melalui transparansi informasi terkait perpajakan, pengelolaan persepsi publik serta pembentukan citra positif yang berdampak pada meningkatnya pemahaman, kepercayaan dan partisipasi masyarakat. Hasil penelitian menunjukkan bahwa humas BAPENDA Provinsi Jawa Barat menjalankan perannya sebagai *communicator*, *relationship*, *backup management*, dan *good image maker* dalam mengimplementasikan Program Pemutihan Pajak Kendaraan Bermotor Tahun 2025 sehingga mampu meningkatkan pemahaman, kepercayaan, dan partisipasi masyarakat terhadap program tersebut.

Kata Kunci: Humas Pemerintah, Peran Humas, PemutihanPKB2025.

ABSTRACT

Allicia Veriena Sheila Lahana: The Role of the Public Relations Division of the West Java Provincial Revenue Agency (BAPENDA) in Implementing the 2025 Motor Vehicle Tax Amnesty Program.

The 2025 Motor Vehicle Tax Amnesty Program in West Java Province was implemented as an effort by the West Java Provincial Revenue Agency (BAPENDA) to provide tax relief to the public while encouraging an increase in motor vehicle taxpayer compliance. The implementation of the 2025 Motor Vehicle Tax Amnesty Program requires the role of public relations in communication to enhance public understanding, participation, and trust in the implemented policy.

This study aims to identify the role of the Public Relations Division of the West Java Provincial Revenue Agency in implementing the 2025 Motor Vehicle Tax Amnesty Program based on Ruslan's public relations role theory, which includes the roles of communicator, relationship builder, backup management, and good image maker.

This study employed a constructivist paradigm with a qualitative approach and a descriptive method. Data were collected through in-depth interviews, passive participant observation, and documentation. The data analysis technique employed Creswell's spiral model, which includes data organization, data reading, coding, theme development, data presentation, and data interpretation.

The results of the study indicate that the Public Relations Division of the West Java Provincial Revenue Agency performs the following roles: (1) communicator, through planning, programming, public outreach, and publication supported by research, coordination meetings, message development, media selection, SOP adjustments, and collaboration with various stakeholders; (2) relationship builder, realized through responsive communication services, building public trust, and increasing public participation; (3) backup management, reflected in communication support for field officers and the provision of operational communication tools; and (4) good image maker, reflected through transparency of taxation-related information, public perception management, and the establishment of a positive image that has an impact on increasing public understanding, trust, and participation. The results of the study indicate that the Public Relations Office of the West Java Regional Revenue Agency (BAPENDA) performed its roles as communicator, relationship, backup management, and good image maker in implementing the 2025 Motor Vehicle Tax Amnesty Program, thereby enhancing public understanding, trust, and participation in the program.

Keywords: Government Public Relations, Public Relations Roles, 2025 Motor Vehicle Tax Amnesty Program.