

ABSTRAK

Firda Roudotul Adawiyah: Peran Fungsi Kehumasan Lintas Divisi di Dinas Pemadam Kebakaran dan Penyelamatan Kota Bandung

Peran humas memiliki fungsi penting dalam mendukung komunikasi organisasi, membangun hubungan dengan publik, mendukung proses manajemen, serta menciptakan citra positif organisasi. Pelaksanaan fungsi kehumasan pada instansi pemerintah umumnya dilakukan oleh divisi humas, namun Dinas Pemadam Kebakaran dan Penyelamatan Kota Bandung tidak memiliki divisi humas secara struktural. Kondisi tersebut menunjukkan bahwa fungsi kehumasan dijalankan secara lintas divisi oleh berbagai bidang yang terlibat dalam pelayanan publik.

Penelitian ini bertujuan untuk mengetahui peran fungsi kehumasan lintas divisi di Dinas Pemadam Kebakaran dan Penyelamatan Kota Bandung berdasarkan konsep peran humas oleh Rosady Ruslan yang meliputi *communicator*, *relationship*, *back up management*, dan *good image maker*.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi pasif, dan dokumentasi terhadap tujuh informan yang terlibat dalam pelaksanaan fungsi kehumasan di Dinas Pemadam Kebakaran dan Penyelamatan Kota Bandung.

Hasil penelitian menunjukkan bahwa peran fungsi kehumasan lintas divisi sebagai *communicator* diwujudkan melalui sistem komunikasi kedaruratan serta edukasi dan sosialisasi publik. Peran *relationship* diwujudkan melalui koordinasi dan integrasi antarbidang serta hubungan pelayanan dengan masyarakat. Peran *back up management* diwujudkan melalui dukungan pengelolaan informasi dan pengambilan keputusan serta koordinasi dan evaluasi pelayanan organisasi. Peran *good image maker* diwujudkan melalui pelayanan yang humanis dan profesional serta konsistensi kinerja pelayanan yang mampu membangun kepercayaan masyarakat dan menciptakan citra positif organisasi.

Pelaksanaan fungsi kehumasan di Dinas Pemadam Kebakaran dan Penyelamatan Kota Bandung menunjukkan bahwa ketiadaan divisi humas secara struktural tidak menghambat pelaksanaan fungsi kehumasan dalam organisasi. Kolaborasi lintas divisi mampu mendukung komunikasi publik, hubungan dengan masyarakat, proses manajemen organisasi, serta pembentukan citra positif lembaga melalui pelaksanaan peran *communicator*, *relationship*, *back up management*, dan *good image maker*.

Kata Kunci: Peran Humas, Humas Pemerintah, Pelayanan Publik

ABSTRACT

Firda Roudotul Adawiyah: The Role of Cross-Divisional Public Relations Functions at the Bandung City Fire and Rescue Department

Public relations plays a crucial role in supporting organizational communication, building relationships with the public, supporting management processes, and creating a positive organizational image. Public relations functions in government agencies are generally carried out by the public relations division; however, the Bandung City Fire and Rescue Department does not have a dedicated public relations division. This situation indicates that public relations functions are carried out cross-divisionally by various fields involved in public service.

This study aims to determine the role of cross-divisional public relations at the Bandung City Fire and Rescue Department based on Rosady Ruslan's concept of public relations roles, which include communicator, relationship manager, backup manager, and good image maker.

This study uses a constructivist paradigm with a qualitative approach and descriptive methods. Data collection techniques included in-depth interviews, passive observation, and documentation, involving seven informants who were involved in the implementation of public relations functions at the Bandung City Fire and Rescue Department.

The research results show that the role of cross-divisional public relations as a communicator is realized through an emergency communication system, public education, and outreach. The relationship role is realized through coordination and integration between sectors and service relationships with the public. The backup management role is realized through support for information management and decision-making, as well as coordination and evaluation of organizational services. The good image maker role is realized through humanistic and professional service and consistent service performance that can build public trust and create a positive organizational image.

The implementation of public relations functions at the Bandung City Fire and Rescue Department demonstrates that the absence of a structural public relations division does not hinder the implementation of public relations functions within the organization. Cross-divisional collaboration can support public communication, community relations, organizational management processes, and the formation of a positive institutional image through the implementation of roles such as communicator, relationship manager, backup management, and image maker.

Keywords: *Role of Public Relations, Government Public Relations, Public Services*