

ABSTRAK

Afifah Arundhati: Aktivitas *Media monitoring* Pada Pembinaan Keagamaan Oleh Direktorat Jenderal Bimbingan Masyarakat Islam (Studi Deskriptif Kualitatif Pada Kementerian Agama Republik Indonesia)

Perkembangan media digital menjadikan *media monitoring* sebagai aktivitas kehumasan yang penting bagi instansi pemerintah dalam memantau informasi, memahami opini publik, dan mendukung pengelolaan komunikasi organisasi. Direktorat Jenderal Bimbingan Masyarakat Islam Kementerian Agama Republik Indonesia memanfaatkan *media monitoring* sebagai bagian dari pelaksanaan pembinaan keagamaan.

Penelitian ini bertujuan untuk mengetahui aktivitas *media monitoring* dalam pembinaan keagamaan di Direktorat Jenderal Bimbingan Masyarakat Islam Kementerian Agama Republik Indonesia.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi terhadap informan yang terlibat dalam pelaksanaan *media monitoring* di Humas Direktorat Jenderal Bimbingan Masyarakat Islam Kementerian Agama Republik Indonesia.

Penelitian ini menggunakan konsep *media monitoring* dari William J. Comcowich yang terdiri atas tiga tahapan utama, yaitu *To Find*, *To Detect*, dan *To Deter*, sebagai landasan untuk menganalisis aktivitas *media monitoring* yang dilakukan oleh Direktorat Jenderal Bimbingan Masyarakat Islam Kementerian Agama Republik Indonesia.

Hasil penelitian menunjukkan bahwa aktivitas *media monitoring* di Direktorat Jenderal Bimas Islam Kementerian Agama Republik Indonesia dilaksanakan melalui tiga tahapan, yaitu: (1) *To Find* melalui kerja sama dengan Kazee, penentuan kata kunci, serta pemantauan media; (2) *To Detect* melalui analisis sentimen menggunakan *engine* dan diverifikasi secara manual; dan (3) *To Deter* melalui identifikasi isu, penanganan pemberitaan negatif, serta pemanfaatan hasil *media monitoring* sebagai dasar penyusunan strategi komunikasi. Berdasarkan hasil penelitian, dapat disimpulkan bahwa aktivitas *media monitoring* di Direktorat Jenderal Bimbingan Masyarakat Islam Kementerian Agama Republik Indonesia telah diterapkan secara sistematis dan mendukung pengambilan keputusan komunikasi yang adaptif serta berbasis data.

Kata Kunci: Media Monitoring, Humas Pemerintah, Strategi Komunikasi, Manajemen Isu, Ditjen Bimas Islam.

ABSTRACT

Afifah Arundhati: Media monitoring Activities for Religious Development by the Directorate General of Islamic Community Guidance (A Qualitative Descriptive Study at the Ministry of Religious Affairs of the Republic of Indonesia)

The rapid development of digital media has made media monitoring an essential public relations activity for government institutions to monitor information, understand public opinion, and support organizational communication management. The Directorate General of Islamic Community Guidance (Ditjen Bimas Islam), Ministry of Religious Affairs of the Republic of Indonesia, utilizes media monitoring as part of its religious development activities.

This study aims to examine media monitoring activities in religious development at the Directorate General of Islamic Community Guidance, Ministry of Religious Affairs of the Republic of Indonesia.

This study employed a descriptive qualitative method. Data were collected through observation, in-depth interviews, and documentation involving informants directly engaged in media monitoring activities within the Public Relations Subdivision of the Directorate General of Islamic Community Guidance.

This study adopted William J. Comcowich's media monitoring framework, which consists of three stages: To Find, To Detect, and To Deter.

The findings reveal that media monitoring activities at the Directorate General of Islamic Community Guidance are carried out through three stages: (1) To Find, by collaborating with Kazeo, determining relevant keywords, and conducting media monitoring; (2) To Detect, by performing sentiment analysis using the media monitoring engine and manual verification; and (3) To Deter, by identifying emerging issues, managing negative media coverage, and utilizing media monitoring results as the basis for developing communication strategies and policies. The study concludes that media monitoring functions not only as an information monitoring activity but also as a data-driven foundation for more adaptive communication decision-making.

Keywords: Media Monitoring, Government Public Relations, Communication Strategy, Issue Management, Directorate General of Islamic Community Guidance