

ABSTRAK

Muhammad Irfandi : Pengelolaan Akun Youtube Sebagai Bentuk Kegiatan *Online Public Relations* (Analisis Deskriptif Kualitatif pada Akun Youtube Kementerian Perindustrian RI)

Pengelolaan dalam ruang lingkup *public relations* menjadi sangat penting dilakukan, dimana saat ini masyarakat banyak menggunakan media sosial. Media sosial youtube menjadi sarana masyarakat dalam mengakses tentang berita atau hiburan sehari-harinya. Biro Humas Kementerian Perindustrian RI telah ikut andil dalam perkembangan media di saat ini, hadirnya pada media sosial youtube membuat sebagai lembaga pemerintah, Kementerian Perindustrian ingin memberikan informasi secara terbuka kepada masyarakat dalam lingkup secara luas. Alasan peneliti melakukan penelitian pada Biro Humas Kementerian Perindustrian karena sebelumnya Biro Humas Kementerian Perindustrian RI telah memiliki sebuah studio *green screen* dan mempunyai *consultant public relations* yang diambil melalui *ex-presenter* stasiun televisi swasta.

Penelitian ini bertujuan untuk mengetahui bagaimana Biro Humas Kementerian Perindustrian dalam pengelolaan akun youtube nya melalui 1) Pencarian Data (*fact finding*) 2) Perencanaan (*planning*) 3) Pelaksanaan (*actuating*) 4) Pengawasan (*controlling*). Penelitian yang dilakukan didasarkan atas penggunaan konsep *fact finding* dari Cutlip Center & Broom serta teori manajemen POAC dari George Terry.

Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif dan paradigma konstruktivisme. Metode yang digunakan ialah metode deskriptif dengan data primer dan data sekunder serta teknik pengumpulan data nya dengan wawancara mendalam, observasi serta dokumentasi.

Hasil penelitian yang dilakukan menunjukkan bahwa pengelolaan akun youtube Kementerian Perindustrian RI telah memenuhi dari konsep *fact finding* dan teori manajemen yaitu POAC yaitu : 1) Pencarian Data (*fact finding*) : Biro Humas Kementerian Perindustrian RI melakukan pencarian data melalui riset *informal* yaitu internet dan diskusi kelompok; 2) Perencanaan (*planning*) : perencanaan yang dibuat dalam pengelolaan youtube terbagi tiga proses yaitu penetapan tujuan pengelolaan, penetapan sumber daya dan penetapan target sasaran; 3) Pelaksanaan (*actuating*) : pelaksanaan pengelolaan akun youtube dilakukan dengan cara terus berkomunikasi sesama bidang nya agar tidak terjadi kesalahpahaman; 4) Pengawasan (*controlling*) : Biro Humas Kementerian Perindustrian RI melakukan pengelolaan youtube pada tahap pengawasan membagi dua proses bagian yaitu dengan proses sistem pengawasannya dalam bentuk komunikasi *formal* dan *informal* kemudian proses tolak ukur keberhasilan dalam bentuk *viewers*, *like* dan komentar yang masuk.

Berdasarkan hasil diatas bahwa Kementerian Perindustrian RI telah melakukan bentuk kegiatan *online public relations* melalui pengelolaan akun youtube Kementerian Perindustrian RI.

Kata Kunci : Manajemen *Public Relations*, *Online Public Relations*, Youtube, Kemenperin RI

ABSTRACT

Muhammad Irfandi : *Management of Youtube Account as a Form of Online Public Relations Activities (Qualitative Descriptive Analysis on Youtube Account of the Ministry of Industry).*

Management in the scope of public relations becomes very important, where today people use social media a lot. Youtube social media becomes a means of accessing the public about news or daily entertainment. Public Relations Bureau of the Ministry of Industry has participated in the development of media at this time, the presence on social media youtube make as a government agency, the Ministry of Industry wants to provide information openly to the public in a wide scope. The reason researchers conducted research at the Public Relations Bureau of the Ministry of Industry because previously the Public Relations Bureau of the Ministry of Industry has had a green screen studio and has a public relations consultant taken through ex-presenters of private television stations.

This research aims to find out how the Public Relations Bureau of the Ministry of Industry in the management of its youtube account through 1) Data Search (fact finding) 2) Planning (planning) 3) Implementation (actuating) 4) Controlling. The research was based on the use of the concept of fact finding from Cutlip Center & Broom as well as poac management theory from George Terry.

This research was conducted using qualitative approach and constructivism paradigm. The methods used are descriptive methods with primary and secondary data as well as data collection techniques with in-depth interviews, observations and documentation.

The results of the research conducted showed that the management of youtube account of the Ministry of Industry has fulfilled the concept of fact finding and management theory, namely POAC namely: 1) Data Search (fact finding) : Public Relations Bureau of the Ministry of Industry of the Republic of Indonesia conducts data search through informal research, namely the internet and group discussions; 2) Planning: planning made in youtube management is divided into three processes, namely management goal setting, resource determination and target setting; 3) Implementation (actuating) : implementation of youtube account management is done by continuing to communicate with fellow fields so that there is no misunderstanding; 4) Supervision (controlling) : Public Relations Bureau of the Ministry of Industry of the Republic of Indonesia conducts youtube management at the stage of supervision dividing two processes, namely with the process of supervision system in the form of formal and informal communication then the process of measuring success in the form of viewers, likes and comments that come in.

Based on the above results that the Ministry of Perindustrian RI has conducted a form of online public relations activities through the management of youtube accounts of the Ministry of Industry.

Keywords: *Public Relations Management, Online Public Relations, Youtube, Ministry of Industry.*



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