

ABSTRAK

Rini Tri Wahyuni : *Peranan Protokol Sekretariat Daerah Pemerintah Provinsi Jawa Barat (Penelitian di Biro Administrasi Pimpinan Sekretariat Daerah Provinsi Jawa Barat Sub-Bagian Protokol)*

Peran Protokol mencakup semua aspek fungsi manajemen. Pelaksanaan fungsi manajemen yang baik akan meningkatkan profesionalisme protokol itu sendiri dan memperkuat identitas instansi. Peran dan fungsi keprotokolan berkontribusi pada kesuksesan kegiatan yang diadakan oleh organisasi atau instansi.

Penelitian ini bertujuan untuk mengetahui dan menganalisis peran protokol sebagai *expert prescriber* (penasehat ahli), *communication facilitator* (fasilitator komunikasi), *problem solving process facilitator* (fasilitator proses pemecah masalah), *communication technician* (teknisi komunikasi).

Konsep yang digunakan dalam penelitian ini disesuaikan dengan tujuan penelitian yang pada akhirnya memilih konsep kajian teori Dozier and Broom mengenai peran fungsi humas sebagai *expert prescriber* (penasehat ahli), *communication facilitator* (fasilitator komunikasi), *problem solving process facilitator* (fasilitator proses pemecah masalah), *communication technician* (teknisi komunikasi).

Penelitian ini menggunakan paradigma konstruktivisme melalui pendekatan kualitatif dengan metode studi kasus. Metode penelitian ini digunakan untuk memperoleh gambaran dan data faktual yang terjadi di lapangan berkaitan dengan peranan dan tanggung jawab Protokol Pemerintah Provinsi Jawa Barat.

Hasil penelitian menunjukkan bahwa Protokol Pemerintah Provinsi Jawa Barat telah menerapkan tanggung jawabnya sesuai dengan kajian teori Dozier and Broom mengenai peranan fungsi humas, yaitu sebagai *expert prescriber* (penasehat ahli), *communication facilitator* (fasilitator komunikasi), *problem solving process facilitator* (fasilitator proses pemecah masalah), *technician communication* (teknisi komunikasi) yang mengidentifikasi bahwa Protokol Pemerintah Provinsi Jawa Barat melakukan perannya sebagai *manager* komunikasi profesional.

Penelitian ini diharapkan menjadi panduan bagi praktisi humas atau protokol baru dalam melaksanakan peran dan tanggung jawabnya dengan memberikan layanan prima.

Kata Kunci : Peranan, Protokol, Manajer Komunikasi.

ABSTRACT

Rini Tri Wahyuni : *The Role of the Protocol of the Regional Secretariat of the West Java Provincial Government (Research at the Administrative Bureau of the Regional Secretariat of West Java Province, Protocol Sub-Section)*

The Protocol role covers all aspects of the management function. Implementation of good management functions will increase the professionalism of the protocol itself and strengthen the agency's identity. Protocol roles and functions contribute to the success of activities held by organizations or agencies.

This research aims to determine and analyze the role of the protocol as an expert prescriber (expert advisor), communication facilitator (communication facilitator), problem solving process facilitator (problem solving process facilitator), communication technician (communication technician).

The concept used in this research was adapted to the research objectives which ultimately chose the concept of Dozier and Broom's theoretical study regarding the role of the public relations function as expert prescriber (expert advisor), communication facilitator (communication facilitator), problem solving process facilitator (problem solving process facilitator), communications technician (communications technician).

This research uses a constructivist paradigm through a qualitative approach with a case study method. This research method was used to obtain an overview and factual data that occurred in the field relating to the roles and responsibilities of the West Java Provincial Government Protocol.

The research results show that the West Java Provincial Government Protocol has implemented its responsibilities in accordance with Dozier and Broom's theoretical study regarding the role of public relations functions, namely as an expert prescriber (expert advisor), communication facilitator (communication facilitator), problem solving process facilitator (problem solving process facilitator), communications technician who identified that the West Java Provincial Government Protocol is carrying out its role as a professional communications manager.

This research is expected to be a guide for public relations practitioners or new protocols in carrying out their roles and responsibilities by providing excellent service.

Keywords: Role, Protocol, Communication Manager.