

MODEL KOMUNIKASI *GOVERNMENT PUBLIC RELATION* DI MASA PANDEMI COVID 19

(Studi Kasus di Humas Pemerintah Daerah Istimewa Yogyakarta)

Abstrak

Lonjakan kasus COVID-19 yang luar biasa pada puncak gelombang kedua, membuat Pemerintah Daerah (Pemda) DIY seolah kewalahan. Yogyakarta yang sebelumnya dipuji dan mendapat penghargaan karena penanganan COVID-19, justru menjadi provinsi terakhir di pulau Jawa yang keluar dari status PPKM (pemberlakuan pembatasan kegiatan masyarakat) level 4. Yogyakarta bahkan pernah menjadi bagian dari 5 besar penyumbang kasus COVID-19 tertinggi di Indonesia. Adapun penelitian ini dilakukan dengan tujuan untuk menemukan model komunikasi *government public relations* (GPR) yang diterapkan oleh humas Pemda DIY di masa pandemi COVID-19. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Berdasarkan analisis yang dilakukan terhadap data data primer dan sekunder di lapangan, ditemukan model komunikasi *government public relations* di masa pandemi COVID-19, berupa gambar atau skema. Di dalam model komunikasi tersebut, Humas Pemda DIY sebagai bagian dari tim Satgas DIY bidang komunikasi publik, bertanggung jawab dalam komunikasi dan edukasi kepada masyarakat terkait COVID-19. Di dalamnya, Humas Pemda DIY menjalankan peran dan fungsi sebagai bank berita (pusat informasi) bagi masyarakat dan media, pengelola *feedback*, memonitor dan mengendalikan isu yang beredar di media sosial serta menangkal hoaks.

Kata Kunci

Model Komunikasi, Government Public Relations, Pandemi COVID-19

GOVERNMENT PUBLIC RELATION COMMUNICATION MODEL IN PANDEMIC OF COVID-19

(Case Study in Public Relations of the Yogyakarta Special Region)

Abstract

The extraordinary spike in COVID-19 cases at the peak of the second wave, made the DIY Regional Government (Pemda) seem overwhelmed. Yogyakarta, which was previously praised and awarded for handling COVID-19, has become the last province on the island of Java to get out of the PPKM status (implementation of restrictions on community activities) level 4. Yogyakarta has even been part of the top five contributors to the highest COVID-19 cases in Indonesia. . This research was conducted with the aim of finding the government public relations (GPR) communication model applied by the DIY Regional Government PR during the COVID-19 pandemic. The research method used is qualitative with a case study approach. Based on the analysis conducted on primary and secondary data in the field, it was found that the government public relations communication model during the COVID-19 pandemic was in the form of images or schematics. In this communication model, the DIY Regional Government Public Relations as part of the DIY Task Force team in the field of public communication, is responsible for communicating and educating the public regarding COVID-19. In it, the Public Relations of the DIY Regional Government carries out its role and function as a news bank (information center) for the community and the media, managing feedback, monitoring and controlling issues circulating on social media and preventing hoax.

Keyword

Communication model, government public relations, Pandemic COVID-19