

ABSTRAK

Klitih merupakan sebuah aktivitas mengisi waktu luang dengan keluar rumah baik di malam ataupun siang hari tanpa tujuan atau dalam bahasa Indonesia disebut keluyuran. Seiring berjalannya waktu istilah “klitih” mengalami perubahan mengarah ke kegiatan berujung tindak pidana. Sebagian besar kegiatan klitih ini bertujuan untuk melukai korbannya sampai menghilangkan nyawa seseorang dengan benda tajam. Hal tersebut menjadikan kota pelajar ini sedikit ternodai dengan fenomena klitih. Polda D.I Yogyakarta sebagai penanggung jawab dan penegak hukum memiliki tugas menanggulangi isu-isu atau kejadian yang beredar di masyarakat. Penelitian ini menggunakan kerangka pemikiran & konsep strategi humas, proses perencanaan pr dan media online. Penelitian ini bertujuan untuk mengetahui strategi komunikasi, seberapa jauh isi pesan dan kelemahan dalam strategi yang telah dilakukan Humas Polda D.I Yogyakarta. Penelitian ini menjalankan metode kualitatif deskriptif. Dari hasil penelitian ditemukan upaya yang dilakukan Polda D.I Yogyakarta menangani kejahatan jalanan adalah pre-emptif (himbauan) berupa sosialisasi melalui media sosial dan terjun di masyarakat dengan bantuan Satker lain, preventif (pencegahan) yaitu berpatroli dan represif (penegakan hukum). Humas Polda DIY menggunakan strategi Humas pendekatan persuasif dan edukatif, proses perencanaan pr manajerial menurut Cutlip, Humas Polda D.I Yogyakarta menggunakan model komunikasi dua arah menurut Grunig dan Hunt. Masyarakat menilai Polda D.I Yogyakarta masih memiliki kelemahan dalam upaya pre-emptif dan preventif.

Kata Kunci: Humas, Strategi Humas, Media Online, Klitih.

ABSTRACT

Klitih is an activity to fill your free time by leaving the house either at night or during the day without a purpose or in Indonesian it is called wandering. Over time, the term "klitih" has changed leading to activities that lead to criminal acts. Most of these klitih activities aim to injure the victim to the point of killing someone with a sharp object. This makes this student city a little tarnished by the phenomenon of klitih. Polda D.I Yogyakarta as the person in charge and law enforcer has the task of tackling issues or events circulating in the community. This study uses the framework & concept of public relations strategy, PR planning process and online media. This study aims to determine the communication strategy, how far the content of the message and the weaknesses in the strategy that has been carried out by the Public Relations of Polda D.I Yogyakarta. This research uses a descriptive qualitative method. From the results of the research it was found that the efforts made by Polda D.I Yogyakarta to deal with street crime were pre-emptive (appeals) in the form of socialization through social media and engaging in the community with the help of other work units, preventive (prevention) namely patrolling and repressive (law enforcement). The Public Relations of Polda DIY uses a PR strategy with a persuasive and educative approach, the pr-managerial planning process according to Cutlip, the Public Relations of Polda D.I Yogyakarta uses a two-way communication model according to Grunig and Hunt. The community considers that Polda D.I Yogyakarta still has weaknesses in pre-emptive and preventive efforts.

Keywords: Public Relations, Public Relations Strategy, Online Media, Klitih.