

ABSTRAK

Triana Dwi Pratiwi, Manajemen Isu mengenai Bantuan Sosial Provinsi Jawa Barat melalui Program PIKOBAR (Studi Deskriptif Dinas Komunikasi dan Informatika Jawa Barat).

Dinas Komunikasi dan Informatika Jawa Barat (Jabar) merupakan salah satu lembaga pemerintahan dalam bidang teknologi dan komunikasi. Diskominfo Jawa Barat, khususnya PIKOBAR dalam situasi pandemi diberikan tugas khusus oleh Gubernur Jabar, dalam menyediakan pelayanan terpadu satu pintu informasi seputar COVID-19 Jawa Barat, termasuk mengenai manajemen isu Banprov Jabar. Program manajemen isu mengenai Banprov sangat penting dilakukan oleh PIKOBAR, karena hal tersebut merupakan suatu potensi menuju krisis.

Penelitian ini memiliki tujuan untuk mendeskripsikan proses manajemen isu mengenai Banprov Jabar, mulai dari proses mengidentifikasi isu, proses analisis dan evaluasi isu, proses perumusan program, proses pelaksanaan, sampai dengan proses evaluasi program manajemen isu bantuan Provinsi (Banprov).

Konsep dalam penelitian ini menggunakan model proses manajemen isu. Model proses manajemen isu ini digunakan karena selaras dengan dengan proses tahapan yang digunakan PIKOBAR Diskominfo dalam mengelola isu mengenai bantuan Provinsi Jawa Barat. Paradigma yang digunakan dalam penelitian ini menggunakan paradigma konstruktivisme, dengan pendekatan interpretif, menggunakan metode penelitian deskriptif dan pengumpulan data-data penelitian dengan cara wawancara mendalam.

Hasil penelitian ini membuktikan bahwa manajemen isu mengenai Banprov Jabar yang dilakukan oleh PIKOBAR dilakukan dalam lima proses manajemen isu, dimulai dengan proses yang *pertama* mengidentifikasi isu yang meliputi proses pencarian isu Banprov Jabar dan temuan isu Banprov Jabar. Proses *kedua*, evaluasi dan analisis isu melalui media sosial, media *analytics*, dan hotline whatsapp di aplikasi PIKOBAR. Tahap *ketiga* perencanaan program yang dilakukan secara fleksibel dan adaptif. Tahap *keempat*, pelaksanaan program meliputi tindak komunikasi program manajemen isu Banprov Jabar, sinergitas antar lembaga, dan melakukan manajemen resiko. Tahap *kelima*, evaluasi program yang mengukur ketercapaian program, dengan rating dan dampak program.

Berdasar pada hasil penelitian, bisa disimpulkan bahwa PIKOBAR Dinas Komunikasi dan Informatika Jawa Barat melakukan manajemen isu mengenai bantuan sosial Provinsi Jawa Barat, sesuai dengan model proses manajemen isu.

Kata kunci:

Proses manajemen isu, Bantuan Provinsi, PIKOBAR, Diskominfo Jabar.

ABSTRACT

Triana Dwi Pratiwi, *Issue Management regarding Social Assistance in West Java Province through the PIKOBAR Program (Descriptive Study of the West Java Communication and Information Office).*

The West Java (Jabar) Communication and Information Office is one of the government agencies in the field of technology and communication. West Java Diskominfo, especially PIKOBAR in a pandemic situation was given a special task by the Governor of West Java, in providing an integrated one-stop service for information about COVID-19 in West Java, including regarding the management of West Java Banprov issues. it is a potential for crisis.

Study This aims to describe the issue management process regarding the West Java Banprov, starting from the process of identifying issues, the process of analyzing and evaluating issues, the process of program formulation, the implementation process, to the process of evaluating the issue management program of Provincial Assistance (Banprov).

The concept in this study uses the issue management process model. This issue management process model is used because it is in line with the process stages used by PIKOBAR Diskominfo in managing issues regarding West Java Province assistance. The paradigm used in this study uses a constructivist paradigm, with an interpretive approach, using descriptive research methods and collecting research data by means of in-depth interviews.

The results of this study prove that issue management regarding the West Java Banprov carried out by PIKOBAR is carried out in five issue management processes, starting with the first process of identifying issues which includes the process of searching for West Java Banprov issues and finding West Java Banprov issues. The second process, evaluation and analysis of issues through social media, media analytics, and the whatsapp hotline on the PIKOBAR application. The third stage of program planning is carried out flexibly and adaptively. The fourth stage, program implementation includes the communication of the West Java Banprov issue management program, synergy between institutions, and risk management. The fifth stage is program evaluation which measures program achievement, with program ratings and impacts.

Based on the results of the study, it can be concluded that PIKOBAR of the West Java Communication and Informatics Service carries out issue management regarding social assistance in West Java Province, according to the issue management process model.

Key words:

Issue management process, Provincial Assistance, PIKOBAR, West Java Diskominfo.