

ABSTRAK

Lulu Khoerunnisa, Strategi *Marketing Public Relations* Melalui Pelayanan Digital Kabayan Pasti (Analisis Deskriptif pada Humas Kementerian Hukum dan HAM Jawa Barat).

Kementerian Hukum dan HAM Jawa Barat merupakan instansi pemerintah di bawah wewenang dan tanggung jawab Menteri Hukum dan Hak Asasi Manusia. Salah satu misi Kemenkumham Jabar memberikan pelayanan publik yang berkualitas, maka dari itu Humas Kemenkumham Jabar menciptakan inovasi baru berupa layanan digital Kabayan Pasti yang dapat diakses secara online oleh masyarakat untuk memberikan kemudahan dalam pelayanan publik. Humas Kemenkumham Jabar melakukan strategi *marketing public relations* dalam mengenalkan Kabayan Pasti, hal ini dilakukan agar dapat membangun nilai pada Kabayan Pasti dan masyarakat merasa puas akan pelayanan yang diberikan sehingga secara tidak langsung menumbuhkan kepercayaan terhadap instansi.

Penelitian ini bertujuan untuk mendeskripsikan strategi *Marketing Public Relations* Humas Kemenkumham Jabar melalui pelayanan digital dengan *pull strategy* (menarik perhatian masyarakat), *push strategy* (mendorong minat masyarakat) dan *pass strategy* (mempengaruhi guna membentuk opini masyarakat) dalam upaya memberikan pelayanan masyarakat melalui pelayanan digital Kabayan Pasti.

Penelitian ini menggunakan teori *Three Ways Strategy* dari Thomas L. Harris yang menyebutkan dalam *Marketing Public Relations* ada tiga strategi yakni *Pull Strategy*, *Push Strategy* dan *Pass Strategy*. Metode yang digunakan adalah metode deskriptif kualitatif dengan paradigma konstruktivisme dengan pendekatan kualitatif melalui pengumpulan data wawancara mendalam, observasi partisipatori pasif dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi *marketing public relations* yang dilakukan Humas Kemenkumham Jabar untuk memberikan pelayanan publik melalui layanan digital adalah dengan tiga strategi. (1) *Pull strategy* (menarik perhatian masyarakat) meliputi memberikan informasi mengenai Kabayan Pasti dan penggunaan media sosial. (2) *Push strategy* (mendorong minat masyarakat) meliputi kemudahan yang diberikan dalam menggunakan Kabayan Pasti dan responsif terhadap masyarakat. (3) *Pass strategy* (mempengaruhi guna membentuk opini masyarakat) meliputi hubungan dengan *stakeholder* dan survei kepuasan masyarakat.

Kata Kunci:

Marketing Public Relations, Three Ways Strategy, Pelayanan Digital.

ABSTRACT

Lulu Khoerunnisa, Marketing Public Relations Strategy Through Kabayan Pasti Digital Services (Descriptive Analysis on Public Relations of the Ministry of Law and Human Rights West Java).

The Ministry of Law and Human Rights of West Java is a government institution under the authority and responsibility of the Minister of Law and Human Rights. One of the missions of the West Java Ministry of Law and Human Rights is to provide quality public services, therefore Public Relations of the West Java Ministry of Law and Human Rights creates a new innovation in the form of Kabayan Pasti digital services that can be accessed online by the public to provide convenience in public services. Public Relations of the West Java Ministry of Law and Human Rights carried out a marketing public relations strategy in introducing Kabayan Pasti, this was done so that the public was satisfied with the services provided so that it indirectly fostered trust in the agency.

This study aims to describe the Marketing Public Relations strategy of the Ministry of Law and Human Rights of West Java through digital services with a pull strategy (attracting the public's attention), a push strategy (encouraging the community) and a pass strategy (influencing the community) in an effort to provide public services through Kabayan Pasti digital services.

This study uses the Three Ways Strategy theory from Thomas L. Harris which is mentioned in Marketing Public Relations there are three strategies namely Pull Strategy, Push Strategy and Pass Strategy. The method used is descriptive qualitative method with constructivism paradigm with a qualitative approach through in-depth interview data collection, passive participant observation and documentation.

The results of the study indicate that the PR marketing strategy carried out by the Public Relations Ministry of Law and Human Rights of West Java to provide public services through digital services is by three strategies. (1) Pull strategy (attracting public attention) includes providing information about Kabayan Pasti and the use of social media. (2) Push strategy (encouraging public interest) includes the convenience provided in using Kabayan Pasti and being responsive to the community. (3) Pass strategy (affecting the community) includes stakeholder relations and community satisfaction surveys..

Keywords:

Marketing Public Relations, Three Ways Strategy, Digital Services.