

PROSES MANAJEMEN ISU BIRO PEMBERITAAN DPR RI DALAM MEMPERTAHANKAN REPUTASI: KASUS PENGESAHAN UU TNI 2025

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ABSTRAK

Pengesahan UU TNI oleh DPR RI memicu gelombang opini publik dan sentimen negatif yang signifikan di ruang media, yang berpotensi terhadap reputasi lembaga. Fenomena ini menuntut peran strategis Biro Pemberitaan Parlemen Sekretariat Jenderal DPR RI dalam mengelola gejolak informasi. Penelitian ini dilakukan untuk menganalisis secara mendalam bagaimana Biro Pemberitaan Parlemen Sekretariat Jenderal DPR RI melaksanakan proses manajemen isu dalam upaya mempertahankan reputasi lembaga, dengan mengambil kasus isu Pengesahan UU TNI. Proses komunikasi strategis ini dikaji menggunakan Teori Manajemen Isu oleh Howard Chase dan Barry Jones. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengambilan sampel dilakukan dengan Teknik *Purposive Sampling*, di mana data dikumpulkan melalui wawancara mendalam (*in-depth interview*) dengan informan terpilih dan melakukan pencarian dokumen internal di lingkungan Biro Pemberitaan Parlemen Setjen DPR RI. Hasil penelitian menunjukkan bahwa proses manajemen isu dilaksanakan secara sistematis dan terstruktur melalui tahapan Identifikasi, Analisis, Pilihan Strategi, Pemrograman Aksi, hingga Evaluasi. Keberhasilan utama proses ini terbukti dari penurunan kuantitas *tone* negatif pemberitaan terkait isu UU TNI dan menegaskan peran Biro sebagai *supporting system* yang vital dalam mitigasi citra kelembagaan. Kendati demikian, implementasi di lapangan menghadapi hambatan institusional signifikan, yaitu keterbatasan kewenangan eksekutorial BPP yang hanya dapat memberikan saran serta masalah kepercayaan dari *stakeholder* terhadap validitas analisis yang disajikan. Sebagai respons terhadap tantangan ini, Biro Pemberitaan Parlemen Setjen DPR RI telah menginisiasi solusi melalui penyusunan Protokol Krisis, SOP dan pembentukan grup koordinasi untuk memperkuat komunikasi dan meningkatkan kesiapsiagaan internal.

Kata Kunci: Manajemen Isu, Media Monitoring, Public Relation, Reputasi, UU TNI.

**THE ISSUE MANAGEMENT PROCESS OF THE PARLIAMENTARY
NEWS BUREAU OF THE INDONESIAN HOUSE OF REPRESENTATIVES
(DPR RI) IN MAINTAINING REPUTATION: THE TNI LAW 2025
RATIFICATION CASE**

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ABSTRACT

The enactment of the TNI Law by the Indonesian House of Representatives (DPR RI) triggered a surge of public opinion and significant negative sentiment in the media, posing a risk to the institution's reputation. This phenomenon demands a strategic role for the Bureau of Parliamentary News of the Secretariat General of the DPR RI in managing information volatility. This research aims to analyze in depth how the Bureau implements the issue management process to maintain the institution's reputation, specifically focusing on the case study of the TNI Law enactment. This strategic communication process is examined using the Issue Management Theory by Howard Chase and Barry Jones. The study employs a descriptive qualitative approach, with sampling conducted using Purposive Sampling technique. Data were gathered through in-depth interviews with selected informants and internal document searches within the Parliamentary News Bureau environment of Setjen DPR RI. The research findings indicate that the issue management process is implemented systematically and structurally through the stages of Identification, Analysis, Strategy Selection, Action Programming, and Evaluation. The primary success of this process is evidenced by a reduction in the quantity of negative media tone related to the TNI Law issue, which affirms the Bureau's vital role as a supporting system in institutional image mitigation. Nevertheless, implementation on the ground faces significant institutional hurdles, namely the BPP's limited executive authority (only capable of providing suggestions) and a trust issue from stakeholders regarding the validity of the analysis presented. In response to these challenges, the Parliamentary News Bureau of Setjen DPR RI has initiated solutions through the development of a Crisis Protocol, SOPs, and the formation of coordination groups to strengthen communication and enhance internal preparedness.

Keywords: *Issue Management, Media Monitoring, Public Relation, Reputation, TNI Law.*