

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi politik Kementerian Pendidikan Tinggi, Sains, dan Teknologi dalam menangani isu kebijakan tunjangan kinerja dosen ASN. Penelitian menggunakan pendekatan kualitatif dengan jenis studi kasus. Pengumpulan data melalui wawancara, observasi netnografi, field notes, dan studi kepustakaan. Data dianalisis dengan teknik reduksi data, penyajian data, penarikan kesimpulan, dan verifikasi. Hasil penelitian menunjukkan bahwa strategi komunikasi politik yang diterapkan telah memenuhi unsur dasar komunikasi politik, yakni komunikator, pesan, saluran, dan sasaran komunikasi. Kementerian memanfaatkan berbagai saluran, seperti media sosial Instagram, audiensi, sosialisasi, dan forum komunikasi langsung. Penyusunan pesan komunikasi melalui proses verifikasi guna lebih mudah dipahami oleh publik. Namun, implementasi strategi komunikasi politik tersebut belum optimal dalam membangun pemahaman, penerimaan, dan kepercayaan dosen ASN dikarenakan komunikasi masih cenderung birokratis, normatif, defensif, dan kurang memberikan ruang dialog. Akibatnya, komunikasi lebih terkesan sebagai penyampaian informasi administratif saja daripada upaya membangun upaya kesepahaman. Kondisi tersebut mempengaruhi opini publik, legitimasi, dan citra institusi. Penelitian ini juga menegaskan bahwa keberhasilan komunikasi politik institusi tidak hanya ditentukan oleh kuantitas penyebaran informasi, tetapi juga oleh kemampuan membangun komunikasi yang responsif, transparan, partisipatif, dan empatik.

Kata kunci: Strategi Komunikasi Politik, Tunjangan Kinerja, Dosen ASN

ABSTRACT

This study aims to analyze the political communication strategy of the Ministry of Higher Education, Science, and Technology in managing the policy issue regarding performance allowances for civil servant lecturers. Utilizing a qualitative approach with a case study design, data collection was conducted through interviews, netnographic observations, field notes, and literature reviews. The collected data were analyzed through data reduction, data display, conclusion drawing, and verification techniques. The findings indicate that the implemented political communication strategy has fulfilled the fundamental elements of political communication, namely the communicator, message, channel, and target audience. The Ministry utilized various channels, including the Instagram social media platform, audiences, socialization sessions, and direct communication forums. The communication messages were structured through a verification process to ensure public comprehensibility. However, the implementation of this political communication strategy remains suboptimal in building understanding, acceptance, and trust among civil servant lecturers. This shortfall is attributed to a communication style that tends to be bureaucratic, normative, defensive, and lacking in opportunities for open dialogue. Consequently, the communication is perceived merely as administrative information delivery rather than an effort to cultivate mutual understanding. This condition ultimately affects public opinion, institutional legitimacy, and institutional image. This study underscores that the success of institutional political communication is determined not only by the quantity of information disseminated but also by the ability to foster a responsive, transparent, participatory, and empathetic communication environment.

Keywords: Political Communication Strategy, Performance Allowance, Civil Servant Lecturers