

ABSTRAK

Strategi Komunikasi Humas Polresta Surakarta Dalam Sosialisasi Aplikasi SIOLOS. YUDHA PRASETYO. 2017071019.

Aplikasi SIOLOS merupakan singkatan dari Sistem Operasi Layanan Online. Aplikasi SIOLOS meningkatkan pelayanan informasi kepada masyarakat khususnya pelayanan online. Dalam sosialisasi aplikasi SIOLOS, Humas Polresta Surakarta menggunakan media sosial *Instagram* dengan nama akun *@polrestasurakarta*. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Metode pengumpulan data melalui wawancara dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi Humas Polresta Surakarta dalam sosialisasi aplikasi SIOLOS, yaitu Publication, Event, News, Corporate Identity, Community Invoment, Lobbying and Negotiation, Corporate Social Responbility. Humas Polresta Surakarta cukup efektif dalam melakukan sosialisasinya karena menggunakan media sosial Instagram yang memiliki pengikut sekitar 65 ribu dan diakses masyarakat secara luas.

Kata Kunci : Instagram, Strategi Komunikasi, SIOLOS, Humas, Polresta Surakarta

ABSTRACT

Communication strategy of Polresta Surakarta Public Relations in disseminating the SIOLOS application. YUDHA PRASETYO. 2017071019

SIOLOS application stands for Sistem Operasi Layanan Online. The SIOLOS application improves information services to the public, especially online services. In socializing the SIOLOS application, the public relations of Polresta Surakarta used social media Instagram with the account name @polrestasurakarta. The study aims to explain the public relations strategy of Polresta Surakarta in disseminating the SIOLOS application. This research uses a descriptive qualitative research method. Methods of collecting data used interviews and documentation.

The results showed the Polresta Surakarta Public Relations strategy in socializing the SIOLOS application, namely publication, event, news, corporate identity, community involvement, lobbying and negotiation, and corporate social responsibility. The public relations of Polresta Surakarta are quite effective in conducting its socialization because it uses Instagram social media, which has about 65 thousand followers and is widely accessed by the public.

Keywords: Instagram, Communication Strategy, SIOLOS, Public Relations, Polresta Surakarta

