

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi Humas Dinas Perhubungan Kota Medan melalui media sosial Instagram @dishub_medan dalam membangun interaksi informasi publik dengan menggunakan perspektif teori Two-Way Symmetrical dari Grunig & Hunt. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi komunikasi @dishub_medan telah mengimplementasikan empat konsep utama dalam upaya membangun hubungan simetris dengan publik, yaitu: (1) Mutual Understanding (Saling Pengertian) yang diupayakan melalui konten edukatif regulasi lalu lintas meskipun masih terkendala jeda waktu publikasi; (2) Feedback (Umpan Balik) yang dikelola melalui respon atas keluhan warga di kolom komentar dan pesan singkat sebagai dasar tindakan lapangan; (3) Balanced Interest (Kepentingan yang Seimbang) yang diwujudkan dengan mengakomodasi aspirasi masyarakat terkait isu kemacetan dan parkir liar guna menyelaraskan tujuan instansi dengan kebutuhan publik; serta (4) Transparansi dan Akuntabilitas yang ditampilkan secara visual melalui aksi nyata "Tim Cakrawala" dalam format konten Reels sebagai bentuk pertanggungjawaban publik. Simpulan penelitian menunjukkan bahwa meskipun komunikasi dua arah telah berjalan melalui integrasi aksi digital dan fisik, efektivitasnya masih terhambat oleh keterbatasan kuantitas SDM admin. Oleh karena itu, disarankan bagi Dinas Perhubungan Kota Medan untuk melakukan penambahan tenaga ahli pengelola media sosial dan menyusun Standar Operasional Prosedur (SOP) respon cepat agar komunikasi verbal lebih konsisten, interaktif, dan responsif secara real-time guna meminimalisir celah komunikasi dan mewujudkan pelayanan informasi publik yang lebih responsif secara real-time dan paripurna.

Kata Kunci: Strategi Komunikasi, Humas Pemerintah, Instagram, Interaksi Informasi Publik, Two-Way Symmetrical Model.

ABSTRACT

This research aims to analyze the communication strategy of the Public Relations of the Medan City Transportation Office through the social media Instagram @dishub_medan in building public information interaction by using the perspective of the Two-Way Symmetrical theory from Grunig & Hunt. The research method used is qualitative descriptive with data collection techniques through in-depth interviews, observations, and documentation. The results of the research show that the communication strategy of @dishub_medan has implemented four main concepts in an effort to build a symmetrical relationship with the public, namely: (1) Mutual Understanding (Mutual Understanding) which is sought through educational content of traffic regulations even though it is still constrained by the publication time; (2) Feedback (Feedback (Feedback) which is managed through responding to citizen complaints in the comment column and short messages as the basis of field action; (3) Balanced Interest (Balanced Interest) which is realized by accommodating the aspirations of the community regarding the issue of traffic jams and illegal parking to align the agency's goals with public needs; and (4) Transparency and Accountability that are displayed visually through the real action of the "Cakrawala Team" in Reels content format as a form of public accountability. The research node shows that although two-way communication has run through the integration of digital and physical actions, its effectiveness is still hindered by the limited quantity of admin human resources. Therefore, it is recommended for the Medan City Transportation Office to add social media management experts and compile a standard operational procedure (SOP) for quick response so that verbal communication is more consistent, interactive, and responsive in real-time in order to minimize communication gaps and realize public information services that are more responsive in real-time and complete.

Keywords: *Communication Strategy, Government Public Relations, Instagram, Public Information Interaction, Two-Way Symmetrical Model.*