

ABSTRAK

Penelitian ini mengkaji tentang “Strategi Komunikasi Dinas Komunikasi, Informatika, dan Persandian Kota Lhokseumawe dalam Mendorong Keterbukaan Informasi Publik” Melalui Layanan Pejabat Pengelola Informasi dan Dokumentasi (PPID). Rumusan masalah dalam penelitian ini adalah bagaimana strategi komunikasi yang dilakukan Diskominfo Kota Lhokseumawe dalam mendorong keterbukaan informasi publik melalui layanan PPID serta faktor penghambat dalam pelaksanaannya. Tujuan penelitian ini untuk mengetahui strategi komunikasi yang diterapkan oleh Diskominfo berdasarkan Teori Komunikasi Interaksional. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Teknik analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi komunikasi yang dilakukan Diskominfo telah menerapkan unsur *source*, *message*, *channel*, *receiver*, dan *feedback* melalui website, media sosial, dan pelayanan informasi secara langsung. Namun, masih terdapat hambatan berupa rendahnya literasi digital masyarakat, minimnya pengetahuan masyarakat mengenai layanan PPID, penggunaan bahasa yang masih formal, serta belum optimalnya umpan balik dari masyarakat. Oleh karena itu, diperlukan peningkatan sosialisasi layanan PPID dan optimalisasi media komunikasi digital agar keterbukaan informasi publik dapat terlaksana secara efektif, transparan, dan partisipatif.

Kata Kunci: Strategi Komunikasi, Keterbukaan Informasi Publik, PPID, Diskominfo, Teori Komunikasi Interaksional.

ABSTRACT

This study examines "The Communication Strategy of the Department of Communication, Informatics, and Encryption of Lhokseumawe City in Promoting Public Information" Disclosure through the Information and Documentation Management Officer (PPID) Service. The research problem focuses on how the communication strategy implemented by the Department of Communication, Informatics, and Encryption of Lhokseumawe City promotes public information disclosure through PPID services and the obstacles encountered in its implementation. The objective of this study is to identify the communication strategy implemented by the department based on the Interactional Communication Theory. This study employed a descriptive qualitative method with data collected through observation, interviews, and documentation. The data were analyzed through data reduction, data display, and conclusion drawing. The findings indicate that the communication strategy implemented by the department has applied the elements of source, message, channel, receiver, and feedback through the official website, social media, and direct information services. However, several obstacles remain, including low levels of digital literacy, limited public awareness of PPID services, the use of overly formal language, and the lack of optimal public feedback. Therefore, greater public outreach regarding PPID services and the optimization of digital communication media are required to achieve more effective, transparent, and participatory public information disclosure.

Keywords: *Communication Strategy, Public Information Disclosure, PPID, Department of Communication, Informatics, and Encryption, Interactional Communication Theory.*