

ABSTRAK

Penelitian ini berjudul “Strategi Komunikasi RRI Bandung dalam Menyiarkan Aduan Masyarakat Terkait Pelayanan Publik di Kota Bandung (Studi Kasus pada Program ‘Halo RRI’).” Tujuan penelitian ini adalah untuk mengetahui strategi komunikasi yang diterapkan RRI Bandung dalam program “Halo RRI” sebagai media penyiaran aduan masyarakat, alasan hadirnya program tersebut, serta tantangan yang dihadapi dalam pelaksanaannya. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dokumentasi, serta analisis media sosial @pro1bdg. Teori yang digunakan adalah strategi program radio dari Morissan (2018), yang meliputi perencanaan, produksi, penayangan, dan evaluasi program.

Hasil penelitian menunjukkan bahwa strategi komunikasi dalam program “Halo RRI” berjalan melalui tahapan yang sistematis. Perencanaan melibatkan segmentasi audiens dan pemilihan isu pelayanan publik; produksi mencakup pengumpulan, penyaringan, dan penjadwalan aduan bersama narasumber; penayangan dilakukan dua kali seminggu secara live interaktif; sedangkan evaluasi dilakukan secara internal meskipun belum terstruktur. Tantangan utama yang ditemukan antara lain: evaluasi program yang masih informal, promosi program yang minim, keterbatasan saluran aduan (hanya WhatsApp dan *voice note*), kendala koordinasi narasumber karena jadwal instansi, serta kurangnya transparansi tindak lanjut aduan kepada masyarakat.

Kesimpulannya, Halo RRI memiliki peran penting sebagai media interaktif yang menjembatani komunikasi publik antara masyarakat dan pemerintah, namun perlu penguatan strategi dalam promosi, diversifikasi kanal aduan, serta monitoring hasil tindak lanjut agar dapat lebih optimal. Rekomendasi penelitian ini ditujukan bagi RRI Bandung, instansi pemerintah, serta akademisi untuk mengembangkan kajian komunikasi publik berbasis media penyiaran.

Kata Kunci: Strategi Komunikasi, Radio RRI Bandung, Pelayanan Publik, Halo RRI, Program Penyiaran.

ABSTRACT

This research is entitled “Communication Strategy of RRI Bandung in Broadcasting Public Complaints Related to Public Services in Bandung City (A Case Study on the ‘Halo RRI’ Program).” The purpose of this study is to identify the communication strategies applied by RRI Bandung through the “Halo RRI” program as a medium for broadcasting public complaints, the reasons behind the program’s establishment, as well as the challenges faced in its implementation. The study employs a qualitative approach with a case study method. Data were collected through in-depth interviews, participatory observation, documentation, and analysis of the @pro1bdg social media account. The theoretical framework used is Morissan’s (2018) radio program strategy, which includes program planning, production, broadcasting, and evaluation.

The findings indicate that the communication strategy in the “Halo RRI” program is carried out systematically. Planning involves audience segmentation and the selection of public service issues; production includes collecting, filtering, and scheduling complaints with relevant resource persons; broadcasting is conducted twice a week in a live interactive format; while evaluation is performed internally, though it remains unstructured. The main challenges identified include informal evaluation mechanisms, limited program promotion, restricted complaint channels (only WhatsApp and voice notes), difficulties in coordinating resource persons due to institutional schedules, and a lack of transparency in following up on complaints to the public.

In conclusion, Halo RRI plays an important role as an interactive medium that bridges public communication between citizens and government institutions. However, stronger strategies are needed in terms of promotion, diversification of complaint channels, and monitoring of follow-up actions to optimize its impact. Recommendations are directed at RRI Bandung, government institutions, and academics to further develop public communication studies through public broadcasting media.

Keywords: *Communication Strategy, RRI Bandung Radio, Public Services, Halo RRI, Broadcasting Program.*