

ABSTRAK

Media sosial telah menjadi ruang publik utama dalam pembentukan citra lembaga pemerintah, termasuk Dinas Perhubungan (Dishub) Kota Bandung yang menghadapi persoalan citra akibat maraknya parkir liar, pungutan liar, dan juru parkir liar yang berulang kali viral di media sosial. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis strategi komunikasi humas Dishub Kota Bandung, khususnya Bidang Pengendalian Operasional (Dalops), dalam membangun citra positif lembaga; menggambarkan tata kelola konten media sosial Instagram dan TikTok sebagai instrumen pembentukan citra; serta mengidentifikasi hambatan yang dihadapi humas dalam membangun citra positif di tengah persoalan tersebut. Penelitian menggunakan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi partisipasi pasif, wawancara mendalam dengan informan kunci humas dan koordinator lapangan Dalops, serta studi dokumentasi, kemudian dianalisis menggunakan model interaktif Miles dan Huberman. Hasil penelitian menunjukkan bahwa strategi komunikasi humas Dalops, jika dianalisis melalui teori strategi komunikasi Onong Uchjana Effendy, telah memiliki tujuan yang jelas dan pelaksanaan yang taktis, namun aspek perencanaan menunjukkan dualisme antara konten edukasi yang terencana matang dan konten isu sensitif yang dikelola secara reaktif, sementara evaluasi konten media sosial masih bersifat observasional. Tata kelola konten Instagram dan TikTok berjalan konsisten melalui kolaborasi antarakun, namun tingkat keterlibatan (*engagement*) publik masih rendah. Hambatan utama meliputi keterbatasan sumber daya manusia, keterbatasan kewenangan hukum, serta rendahnya partisipasi apresiatif publik. Berdasarkan teori citra Frank Jefkins, ditemukan kesenjangan antara keyakinan internal lembaga (*mirror image*) dan persepsi publik yang masih negatif (*current image*), sehingga diperlukan strategi komunikasi yang lebih proaktif dan terukur untuk membangun citra positif Dinas Perhubungan Kota Bandung secara berkelanjutan.

Kata Kunci: strategi komunikasi, hubungan masyarakat, citra lembaga, media sosial, Dinas Perhubungan Kota Bandung

ABSTRACT

Social media has become the primary public arena for shaping the image of government institutions, including the Bandung City Transportation Agency (Dishub), which faces image-related challenges due to the widespread occurrence of illegal parking, illegal levies, and unlicensed parking attendants that have repeatedly gone viral on social media. This study aims to describe and analyze the public relations communication strategy of the Bandung City Transportation Agency, particularly its Operational Control Division (Dalops), in building a positive institutional image; to describe the management of Instagram and TikTok content as an instrument for image formation; and to identify the obstacles faced by public relations in building a positive image amid these issues. The study employs a constructivist paradigm with a descriptive qualitative approach. Data were collected through passive participatory observation, in-depth interviews with key informants from the public relations and field coordination staff of Dalops, and documentation studies, then analyzed using the Miles and Huberman interactive model. The findings show that, when analyzed through Onong Uchjana Effendy's communication strategy theory, Dalops' public relations strategy has clear objectives and tactical implementation, but the planning aspect reveals a duality between well-planned educational content and reactively managed content on sensitive issues, while the evaluation of social media content remains largely observational. The management of Instagram and TikTok content runs consistently through cross-account collaboration, yet public engagement levels remain low. The main obstacles include limited human resources, limited legal authority, and low levels of appreciative public participation. Based on Frank Jefkins' image theory, a gap was found between the institution's internal belief in its own performance (mirror image) and the still-negative public perception (current image), indicating the need for a more proactive and measurable communication strategy to sustainably build a positive image for the Bandung City Transportation Agency.

Keywords: *communication strategy, public relations, institutional image, social media, Bandung City Transportation Agency*