

STRATEGI KOMUNIKASI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU (DPMPTSP) WALI KOTA DEPOK (DALAM MELAYANI PUBLIK)

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ABSTRAK

Dalam dinamika organisasi, komunikasi internal memiliki peran krusial dalam pertukaran pengetahuan dan informasi. *Public Relations* (PR) menjadi semakin penting dalam membangun hubungan saling menguntungkan antara organisasi dan publik. Penerapan *Online Single Submission* (OSS) di Kota Depok mencerminkan transformasi dalam pelayanan perizinan usaha. Penelitian ini bertujuan menganalisis strategi komunikasi Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Depok dalam menghadapi perubahan kebijakan OSS. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan konstruktivisme. Data primer diperoleh melalui observasi, wawancara, dan dokumentasi dari DPMPTSP Kota Depok, sedangkan data sekunder berasal dari publikasi jurnal dan web resmi. Key informan dan informan yang terlibat dalam penelitian adalah pimpinan DPMPTSP dan pegawai terkait. Hasil penelitian menunjukkan bahwa DPMPTSP telah menjalankan strategi komunikasi dengan tahapan pengumpulan fakta, perencanaan, aksi dan komunikasi, serta evaluasi. DPMPTSP berusaha mengatasi hambatan seperti pemahaman masyarakat terhadap prosedur perizinan dan keterbatasan sumber daya manusia. Peningkatan literasi digital masyarakat menjadi fokus melalui inisiatif seperti foto sosialisasi, video tutorial, dan panduan tertulis. Meskipun demikian, masih ditemukan hambatan pada sebagian masyarakat terhadap sistem *online*.

Kata Kunci: Pelayanan Publik, Strategi Komunikasi, *Public Relations* (PR), *Online Single Submission* (OSS), Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP).

ABSTRACT

In organizational dynamics, internal communication has a crucial role in exchanging knowledge and information. Public Relations (PR) is becoming increasingly important in building mutually beneficial relationships between organizations and the public. The implementation of Online Single Submission (OSS) in Depok City reflects the transformation in business licensing services. This research aims to analyze the communication strategy of the Department of Investment and One Stop Integrated Services (DPMPTSP) of Depok City in dealing with changes in OSS policy. The research method used is qualitative with a constructivist approach. Primary data was obtained through observation, interviews and documentation from the Depok City DPMPTSP, while secondary data came from journal publications and the official website. Key informants and informants involved in the research were DPMPTSP leaders and related employees. The research results show that DPMPTSP has implemented a communication strategy with the stages of fact finding, planning, action and communication, and evaluation. DPMPTSP tries to overcome obstacles such as public understanding of licensing procedures and limited human resources. Increasing people's digital literacy is the focus through initiatives such as outreach photos, video tutorials and written guides. However, it is still found that some people do not understand the online system.

Keywords: Public Services, Communication Strategy, *Public Relations* (PR), *Online Single Submission* (OSS), Investment Service and One Stop Integrated Services (DPMPTSP).