

Analisis strategi pemulihan citra publik pada Lembaga Pemerintah (Studi Kasus Pada Kementerian Pemuda dan Olahraga RI Pasca OTT KPK Terkait Suap Dana Hibah KONI) = Analysis of the strategy for repairing Public Image in Government Institution (Case Study of Ministry of Youth and Sport After Sting Operation by KPK for Bribery of KONI Grant Funds)

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Abstrak

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Kebijakan pemerintah dalam mewujudkan Good Governance dengan komitmen pakta integritas sebagai landasan bekerja belum terlaksana dengan baik di kalangan instansi pemerintah. Salah satunya Kementerian Pemuda dan Olahraga yang menghadapi tantangan ketahanan lembaga akibat pelanggaran pakta integritas. Terjadinya operasi tangkap tangan oleh Komisi Pemberantasan Korupsi terkait Suap Dana Hibah KONI pada tahun 2018 di Kemenpora, berdampak pada citra buruk instansi sekaligus menurunkan tingkat kepercayaan publik terhadap integritas Kemenpora. Penelitian ini bertujuan untuk menganalisis strategi pemulihan citra yang diterapkan oleh Kemenpora pasca terjadinya OTT KPK, menentukan faktor-faktor yang menentukan strategi pemulihan citra, dan menganalisis efektivitas strategi-strategi yang dilakukan oleh Kemenpora dalam pemulihan citra publik. Teori Pemulihan Citra oleh Benoit (1995) digunakan sebagai landasan analisis strategi dengan metode campuran kualitatif-kuantitatif bertahap sebagai pendekatan untuk mencapai tujuan penelitian. Berdasarkan hasil penelitian, pihak Kemenpora menggunakan Strategi Pemulihan Citra berupa Reducing Offensiveness, Evading of Responsibility, Denial, Mortification, Corrective Action, dan satu temuan strategi berdasarkan hasil analisis faktor yaitu Strategi Pencitraan Profesional dalam usaha pemulihan citra publik. Sedangkan hasil pengujian regresi linear berganda menunjukkan secara simultan keenam strategi yang diterapkan oleh Kemenpora tersebut berpengaruh signifikan terhadap peningkatan kepercayaan publik pada citra Kemenpora. Pihak Kemenpora menggunakan Strategi utama Reducing Offensiveness sedangkan penelitian kepada masyarakat, Strategi Evading of Responsibility yang paling efektif dan berpengaruh dalam pemulihan citra publik. Sementara itu, penerapan Strategi Pencitraan Profesional oleh Kemenpora justru berdampak buruk pada kepercayaan publik.

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**ABSTRACT**

Government policies in realizing Good Governance with the commitment of the integrity pact as the basis for work have not been well implemented among

government institutions. One of them is the Ministry of Youth and Sports which faces the challenges of institutional resilience due to violations of the integrity pact. The occurrence of sting operation by Komisi Pemberantasan Korupsi for KONI Grant Funding Bribery in 2018 at the Ministry of Youth and Sports, has an impact on the institutions bad image while reducing the level of public trust in the integrity of the Ministry of Youth and Sports. This study aims to analyze the image repair strategy adopted by the Ministry of Youth and Sport after the sting operation by KPK, finding the factors that determine the image repair strategy, and analyze the effectiveness of the strategies carried out by the Ministry of Youth and Sports in restoring public image. The Image Repair Theory by Benoit (1995) is used as the basis for strategy analysis with a qualitative-quantitative mixed method as an approach to achieving research objectives. The results, the Ministry of Youth and Sports uses the Image Repair Strategy such as Reducing Offensiveness, Evading of Responsibility, Denial, Mortification, Corrective Action, and one strategy finding based on the results of factor analysis, namely the Professional Imaging Strategy in the effort to restore public image. While the results of multiple linear regression testing show simultaneously the six strategies implemented by the Ministry of Youth and Sports have a significant effect on increasing public trust in the Ministry of Youth and Sportss image. The Ministry of Youth and Sports uses Reducing Offensiveness as the main strategy while research to the public, the most effective and influential strategy in restoring public image is Evading of Responsibility. Meanwhile, the application of the Professional Imaging Strategy by the Ministry of Youth and Sports actually has a negative impact on public trust.