

**STRATEGI KOMUNIKASI ANALISIS PEMANGKU
KEPENTINGAN DALAM PENANGANAN PANDEMI HEWAN
(Studi Kasus Kampanye Penanganan Penyakit Mulut dan Kuku
Kerjasama Australia Indonesia Health Security Partnership dan
Kementerian Pertanian RI)**

SKRIPSI

*Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Ilmu
Komunikasi*



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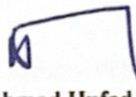
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ABSTRAK

Pandemi hewan penyakit menular menjadi salah satu masalah serius yang terjadi di ranah kesehatan hewan. Tidak adanya strategi komunikasi sebagai pedoman penanggulangan penyakit menggambarkan peran komunikasi belum dianggap penting dalam ranah kesehatan hewan. Untuk itu pembuatan strategi komunikasi menjadi penting untuk diulik. Tujuan penelitian pembuatan strategi komunikasi berdasarkan analisis pemangku kepentingan yang terlibat. Desain penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan studi kasus serta metode *Participatory Rural Appraisal* (PRA) guna mendapatkan data yang mendalam. Penelitian ini menggunakan Teori *Stakeholder* oleh Freeman (1984) dan Teori *Social Behaviour Change Communication* untuk mencari tahu pemangku kepentingan dan strategi komunikasi yang sesuai dengan penanganan penyakit hewan. Penggalan data menggunakan *workshop* sebagai data primer kemudian akan didukung oleh studi literatur dan studi dokumen. Ditemukan hasil penelitian bahwa pendekatan yang cocok untuk peternak adalah komunikasi antarpribadi, mobilisasi sosial, dan advokasi. Selain itu, keterlibatan pemangku kepentingan juga menjadi aspek penting dalam wabah penyakit hewan. Penelitian ini diharapkan dapat memberikan wawasan bagi akademisi, praktisi, serta masyarakat secara umum. Adapun rekomendasi serta implikasi yang akan diberikan kepada peneliti selanjutnya, serta kepada pihak terkait, seperti pemerintah dalam menangani pandemi penyakit hewan menular.

Kata kunci: *Analisis Pemangku Kepentingan, Strategi Komunikasi, PMK, Teori Pemangku Kepentingan, Teori SBCC*

**COMMUNICATION STRATEGY OF STAKEHOLDER ANALYSIS IN
HANDLING ANIMAL PANDEMICS
(Case Study of Foot and Mouth Disease Handling Campaign of Australia
Indonesia Health Security Partnership and Indonesian Ministry of
Agriculture)**

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ABSTRACT

The pandemic of infectious animal diseases is one of the serious problems that occur in the realm of animal health. The absence of a communication strategy as a guideline for disease management illustrates that the role of communication has not been considered important in the realm of animal health. For this reason, the creation of a communication strategy is important to be explored. The aim of the research was to create a communication strategy based on the analysis of the stakeholders involved. The research design used was qualitative research with a case study approach and Participatory Rural Appraisal (PRA) method to obtain in-depth data. This research uses Freeman's Stakeholder Theory (1984) and Social Behaviour Change Communication Theory to find out the stakeholders and communication strategies that are suitable for handling animal diseases. Data mining using workshops as primary data will then be supported by literature studies and document studies. The research found that suitable approaches for farmers are interpersonal communication, social mobilization, and advocacy. In addition, stakeholder involvement is also an important aspect in animal disease outbreaks. This research is expected to provide insights for academics, practitioners, and the general public. The recommendations and implications will be given to future researchers, as well as to related parties, such as the government in handling infectious animal disease pandemics.

Keywords: Stakeholder Analysis, Communication Strategy, FMD, Stakeholder Theory, SBCC Theory

DAFTAR ISI

LEMBAR PERNYATAAN	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
ABSTRAK	vi
ABSTRACT	vii
DAFTAR ISI	viii
DAFTAR TABEL	x
DAFTAR GAMBAR	xi
DAFTAR LAMPIRAN	xii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah.....	9
1.3 Tujuan Penelitian	10
1.4 Manfaat Penelitian	10
1.5 Sistematika Penulisan	11
BAB II KAJIAN PUSTAKA	13
2.1 Analisis Pemangku Kepentingan Dalam Konteks PMK	13
2.2 Strategi Komunikasi Dalam Konteks PMK	16
2.3 Urgensi Strategi Komunikasi PMK Ditinjau dari Teori SBCC	17
2.4 Penelitian Terdahulu	20
2.5 Kerangka Berpikir	31
BAB III METODE PENELITIAN	33
3.1 Desain Penelitian	33
3.2 Partisipan dan Tempat Penelitian	35
3.2.1 Partisipan	35
3.2.2 Tempat Penelitian	36
3.3 Pengumpulan Data.....	37
3.4 Analisis Data	39
3.5 Keabsahan Data	42
3.5.1 Triangulasi Sumber Data.....	43
3.6 Isu Etik	44
3.7 Linimasa Penelitian.....	45

BAB IV TEMUAN DAN PEMBAHASAN	47
4.1 Gambaran Umum	47
4.2 Analisis Komunikasi	49
4.2.1 Analisis Pemangku Kepentingan	49
4.2.2 Strategi Komunikasi	97
BAB V KESIMPULAN DAN SARAN	113
5.1 Kesimpulan	113
5.1.1 Analisis Pemangku Kepentingan	113
5.1.2 Strategi Komunikasi	114
5.2 Implikasi	116
5.2.1 Implikasi Akademis.....	116
5.2.2 Implikasi Praktis	116
5.3 Rekomendasi.....	117
5.3.1 Rekomendasi Akademis.....	117
5.3.2 Rekomendasi Praktis	117
DAFTAR PUSTAKA.....	119
LAMPIRAN.....	125

DAFTAR TABEL

Tabel 2.1 Tabel Penelitian Terdahulu	20
Tabel 3.1 Tabel Dokumen yang Dikaji.....	39
Tabel 3.2 Linimasa Pengerjaan Proposal Skripsi Sumber: Olahan Peneliti, 2024	45
Tabel 3.3 Linimasi Pengerjaan Skripsi Sumber: Olahan Peneliti, 2024	46
Tabel 4.1 Identifikasi Pemangku Kepentingan Sumber: Olahan Peneliti, 2024 ...	50
Tabel 4.2 Tabel Perilaku Media dan Sumber Informasi	80
Tabel 4.3 Tabel Kategorisasi Pemangku Kepentingan	84
Tabel 4.4 Tabel Peran Pemangku Kepentingan.....	87

DAFTAR GAMBAR

Gambar 3.1 Data Jumlah Hewan Terinfeksi PMK di Daerah Pilot AIHSP Sumber: Olahan Peneliti, 2024	36
Gambar 3.2 Alur Analisis Data Sumber: Creswell, 2018, hlm. 269	40
Gambar 3.3 Analisis Data Primer Sumber: Olahan Peneliti, 2024	43
Gambar 3.4 Analisis Data Sekunder Sumber: Olahan Peneliti 2024	43
Gambar 4.1 Hasil Workshop Analisis Pemangku Kepentingan Kabupaten Takalar	51
Gambar 4.2 Hasil Workshop Analisis Pemangku Kepentingan Kabupaten Maros	51
Gambar 4.3 Hasil Workshop Analisis Pemangku Kepentingan Kabupaten Bone	51
Gambar 4.4 Profil Peternak Sumber: Olahan Peneliti, 2024	54
Gambar 4.5 Hasil Workshop Profil Peternak Kabupaten Takalar	55
Gambar 4.6 Hasil Workshop Profil Peternak Kabupaten Maros	56
Gambar 4.7 Hasil Workshop Profil Peternak Kabupaten Bone	56
Gambar 4.8 Profil Kelompok Peternak	58
Gambar 4.9 Hasil Workshop Profil Peternak Kabupaten Takalar	59
Gambar 4.10 Hasil Workshop Profil Kelompok Peternak Kabupaten Maros	59
Gambar 4.11 Hasil Workshop Profil Kelompok Peternak Kabupaten Bone	60
Gambar 4.12 Analisis Faktor Penolakan Vaksin PMK	63
Gambar 4.13 Analisis Faktor Penerimaan Vaksin PMK	64
Gambar 4.14 Hasil Workshop Analisis Faktor Penerimaan dan Penolakan Vaksin PMK Kabupaten Takalar	65
Gambar 4.15 Hasil Workshop Analisis Penerimaan dan Penolakan Vaksin PMK Kabupaten Maros	66
Gambar 4.16 Hasil Workshop Analisis Penerimaan dan Penolakan Vaksin Kabupaten Bone	66
Gambar 4.17 Upaya dan Tantangan Vaksinasi PMK	68
Gambar 4.18 Analisis Praktik Biosekuriti	69
Gambar 4.19 Lalu Lintas Ternak Lingkup Kecil	71
Gambar 4.20 Lalu Lintas Ternak Lingkup Besar	73
Gambar 4.21 Hasil Workshop Analisis Lalu Lintas Ternak Kabupaten Takalar ...	73
Gambar 4.22 Hasil Workshop Analisis Lalu Lintas Ternak Kabupaten Maros	74
Gambar 4.23 Hasil Workshop Analisis Lalu Lintas Ternak Kabupaten Bone	74
Gambar 4.24 Analisis Peran Gender	75
Gambar 4.25 Hasil Workshop Analisis Peran Gender Kabupaten Takalar	76
Gambar 4.26 Hasil Workshop Analisis Peran Gender Kabupaten Maros	77
Gambar 4.27 Hasil Workshop Analisis Peran Gender Kabupaten Bone	77
Gambar 4.28 Matrik Pemetaan Pemangku Kepentingan	93
Gambar 4.29 Model Kerangka Socio-ecological	98
Gambar 4.30 Target Audiens Strategi Komunikasi	102
Gambar 4.31 Kerangka Strategi Komunikasi	104
Gambar 4.32 Hasil Workshop Strategi Komunikasi Kabupaten Takalar	104
Gambar 4.33 Hasil Workshop Strategi Komunikasi Kabupaten Maros	105
Gambar 4.34 Hasil Workshop Strategi Komunikasi Kabupaten Bone	105
Gambar 4.35 Kerangka Pesan	106

DAFTAR LAMPIRAN

Lampiran 1 Surat Penelitian	125
Lampiran 2 Surat Konfirmasi Penelitian.....	126
Lampiran 3 Dokumentasi	127
Lampiran 4 Presensi Kehadiran	180

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