



ABSTRACT

DESCIA SEVILA AYU. J3A217415. 2020. *The Mechanism of Formulating a Communication Strategy Related to Plastic Excise Issues at the Public Relations Bureau of the Indonesian Ministry of Finance*. Supervised by ERNA ERNAWATI.

Every government institution must have experienced a communication crisis faced by society. This makes every government institution must have a division that handles communication crises, namely the public relations division. The Bureau of Communication and Information Services is one of the bureaus that handles the duties and functions of public relations within the ministry, one of which is the issue of the imposition of excise rates on plastic bags. The Bureau of Communication and Information Services is composed of several sections that carry out their respective duties, one of which is the Communication Strategy Management Section which manages incoming information for the Ministry of Finance of the Republic of Indonesia and compiles strategic planning to be carried out by the Indonesian Ministry of Finance. This communication crisis is handled by various procedures created in developing communication strategies. The process of preparing this communication strategy through various stages, namely media monitoring, media analysis, the process of preparing the strategy by meeting with relevant divisions. After that, the activities of the communication strategy that can be carried out are media briefings, media visits, and media campaigns. These activities involve various types of mass media, such as print media, electronic media, and new media (internet).

Keywords: communication, crisis, procedures, public relations, strategy.

