

ABSTRACT

Strategic Planning of Public Relations in the management of Social Media to Increase Tax Awareness (Descriptive Study of Public Relations of the Directorate General of Taxes)

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Public awareness about taxes is still low. These conditions make it difficult for the Directorate General of Taxes to meet the tax revenue target even in the last five years. Therefore, Public Relations focuses on the goal of improving the reputation of the organization and optimizing state tax revenue. Public Relations uses the nine phases of the Smith model, namely (1) Analyzing the Situation, (2) Analyzing the Organization, (3) Analyzing the Publics, (4) Establishing Goals and Objectives, (5) Formulating Action and Response Strategies, (6) Developing the Message, (7) Selecting Communications Tactics, (8) Implementing the Strategic Plan, (9) Evaluate Research, to assist in making strategic planning. The object of this study is the Directorate General of Tax (DJP), which is the government agency responsible for Indonesian state taxes. DJP Public Relations often get awards and currently DJP Public Relations have focused on switching to the digital world which is commonly referred to as digital Public Relations. This was done in order to make it easier to publish information about taxation. DJP Public Relations uses social media in publishing all information about taxes with the aim of increasing tax awareness. Because of this, researchers are interested in researching about public relations planning conducted by DJP public relations using qualitative approaches and in-depth interview methods. The results of this study indicate that DJP carries out all the steps of strategic public relations planning from the planning stage to the evaluation and implementing it. The findings in this study are the Public Relations strategic plan which is derived in the strategic planning of public relations and then given to each work unit.

Keyword : Directorate General of Taxes, Strategic Planning of Public Relations, Digital Public Relations

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