

**KUALIFIKASI PROFESI HUMAS PEMERINTAH DI KANTOR
KECAMATAN GERUNGGANG**
(Survey Terhadap Pegawai Kantor Kecamatan Gerunggang Tentang Kualifikasi
Profesi Humas)

**PROFESSIONAL QUALIFICATIONS OF GOVERNMENT PRACTICES
IN GERUNGGANG DISTRICT OFFICE**
(Survey of Gerunggang District Office Employees Regarding Public
Relations Professional Qualifications)

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ABSTRAK

Terdapat beberapa perbedaan pandangan orang mengenai profesi humas, ada yang berpendapat bahwa seorang humas hanya melakukan tugas fotografer, membaca berita, frontliner, perencana strategis dalam pengambilan keputusan lembaga dan masih banyak lainnya. Sebuah persepsi mengenai profesi menjadi hal yang penting karena dapat menjadi nilai terhadap cara seseorang dalam menghargai pekerjaannya, tugas dan kualifikasi pada profesi tersebut. Penelitian ini dilakukan bertujuan untuk mengetahui bagaimana persepsi pegawai Pemerintah di Kantor Kecamatan Gerunggang tentang kualifikasi profesi humas. Manfaat dari penelitian ini adalah menambah wawasan serta meningkatkan kemampuan diri dan komunikasi seorang humas di dalam lingkungan kerja, serta memperluas wawasan mengenai kualifikasi profesi Humas, yang kelak diharapkan dapat membantu kantor Kecamatan Gerunggang dalam kualifikasi profesi humas. Metode penelitian yang digunakan merupakan metode kuantitatif dengan analisis Deskriptif, responden dari penelitian ini sendiri merupakan seluruh karyawan dari kantor kecamatan Gerunggang dan tidak termasuk karyawan humas kantor kecamatan Gerunggang teknik pengumpulan data dilakukan dengan cara pembagian kuesioner dan observasi. Hasil penelitian menunjukkan jika pegawai pemerintah di kecamatan Gerunggang telah memberikan jawaban atas persepsi mereka tentang kualifikasi profesi humas ini dengan hasil yang baik pada aspek *ability to communicate*, *ability to organize*, *ability to get on with people*, dan *imagination*. Namun, pada aspek *personal integrity* masih ada yang tidak sependapat jika humas harus dijabat seorang perempuan saja. Kesimpulannya adalah Penelitian dilakukan dengan melalui 5 aspek kualifikasi profesi humas yaitu Kemampuan Berkomunikasi (*Ability to communicate*), Kemampuan Manajerial (*Ability to organize*), Kemampuan Bergaul/Membina Relasi (*Ability to get on with people*), Memiliki Kepribadian yang utuh dan jujur (*Personal Integrity*) dan Kemampuan Berimajinasi (*Imagination*).

Kata kunci: Persepsi, Humas Pemerintah, dan Profesi Humas.

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ABSTRACT

There are several different views of people regarding the public relations profession, some argue that a public relations officer only performs the duties of a photographer, reading news, frontliners, strategic planners in institutional decision-making and many others. A perception of the profession is important because it can be a value for how someone values a job, duties and qualifications in the profession. This study was conducted with the aim of knowing how the perceptions of government employees at the Gerunggang District Office regarding the qualifications of the public relations profession. The benefits of this research are to broaden knowledge and improve self-communication and communication skills of a public relations officer in the work environment, as well as broaden insight into the qualifications of the public relations profession. The research method used is a quantitative method with descriptive analysis, the respondents of this study were all employees of the Gerunggang sub-district office and not including the Gerunggang district office's public relations employees. Data collection techniques were carried out by distributing questionnaires and observation. The results showed that government employees in the Gerunggang sub-district had a good perception of the qualifications of this public relations profession in the aspects of ability to communicate, ability to organize, ability to get on with people, and imagination. However, on the aspect of personnel integrity, there are still those who disagree that public relations should only be held by a woman. The conclusion is that the research was carried out through 5 aspects of the qualifications of the public relations profession, namely the ability to communicate, managerial ability, ability to get on with people, personal integrity and imagination.

Keywords: *Perception, Government Public Relations, and Public Relations Profession.*