

ABSTRAK

Luthfy Ahmad Muslim: Kampanye *Public Relations* Kementerian Agama Tentang Kerukunan Umat Beragama (*Analisis Deskriptif Pada Sub Bagian Hukum dan Kerukunan Beragama Kanwil Kementerian Agama Provinsi Jawa Barat*)

Kerukunan umat beragama merupakan isu yang perlu untuk dipahami oleh masyarakat khususnya masyarakat Jawa Barat yang heterogen. Sikap intoleransi yang kian merebak di kalangan masyarakat Jawa Barat dikhawatirkan dapat memicu konflik yang akan mengusik kerukunan umat beragama baik itu dalam cakupan intra umat beragama, antar umat beragama, maupun antara umat beragama dengan pemerintah.

Penelitian ini bertujuan untuk mengetahui dan menggambarkan mengenai perencanaan kegiatan kampanye *Public relations* Kementerian Agama Tentang Kerukunan Umat Beragama di Jawa Barat, pelaksanaan Kampanye *Public Relations* Kementerian Agama Tentang Kerukunan Umat Beragama di Provinsi Jawa Barat dan evaluasi Kampanye *Public Relations* Kementerian Agama Tentang Kerukunan Umat Beragama di Provinsi Jawa Barat.

Landasan teoritis penelitian ini adalah teori komunikasi Harold D. Lasswell yang berbunyi, *Who says what in which channel to whom with what effect*. Penelitian ini menggunakan konsep dimensi praktis kampanye dari Antar Venus yang didalamnya terdapat perencanaan, pelaksanaan dan evaluasi kampanye.

Penelitian ini merupakan penelitian Kualitatif. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif analisis. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah observasi dan wawancara.

Hasil penelitian ini menunjukkan bahwa kegiatan kampanye *Public relations* Kementerian Agama Tentang Kerukunan Umat Beragama di Jawa Barat dilakukan melalui Sub Bagian Hukum dan Kerukunan Umat Beragama dan dijalankan secara praktis oleh Penyuluh Agama. Kegiatan kampanye yang dilakukan sesuai dengan konsep dimensi praktis kampanye yang meliputi proses perencanaan, pelaksanaan dan evaluasi yang melibatkan Penyuluh agama sebagai praktisi kampanye yang berhadapan langsung dengan masyarakat selaku objek sasaran kampanye. Pelaksanaan kegiatan kampanye didominasi dengan cara tatap muka dan berjalan baik sesuai dengan program yang dicanangkan.

Kata kunci: Kampanye *Public relations*, Kementerian Agama, Kerukunan Umat Beragama.

ABSTRACT

Luthfy Ahmad Muslim: *Public Relations Campaign of Ministry of Religions About Religious Harmony (Descriptive Analysis in Subdivisions Law and Religious Harmony Regional Office Ministry of Religion of West Java Province)*

Religious harmony is an issue that needs to be understood by the community, especially the heterogeneous West Java community. An increasingly widespread attitude of intolerance among the people of West Java is feared to trigger conflict which will disturb religious harmony both within the scope of intra-religious communities, between religious communities, and between religious communities and the government.

This study aims to find out and describe the planning of the Public Relations Ministry of Religion's campaign activities on Religious Harmony in West Java, the implementation of the Ministry of Religion's Public Relations Campaign on Religious Harmony in West Java Province and the evaluation of the Theoretical foundation of this research is the communication theory of Harold D. Lasswell which reads, Who says what channels to whom with what effect. This study uses the concept of the practical dimension of an Inter Venus campaign, in which there is planning, implementation and evaluation of campaigns.

This research is a qualitative research. The research method used in this research is descriptive analysis method. Data collection techniques used in this study were observation and interviews.

The results of this study indicate that the Public Relations campaign activities of the Ministry of Religion Public Relations on Religious Harmony in West Java are carried out in through the Legal and Religious Affairs Subdivision and practically carried out by Religious Instructors. Campaign activities carried out in accordance with the concept of practical dimensions of the campaign through a series of planning, implementation and evaluation processes involving religious instructors as campaign practitioners dealing directly with the community as the target object of the campaign. The implementation of campaign activities is dominated by face-to-face and runs well in accordance with the program planned.

Key words: *Public Relations Campaign, Ministry of Religion, Religious Harmony.*