

## ABSTRAK

### **Kartika Riska Dwi Cahyanie: Kampanye *Public Relations* PT. Kereta *Commuter* Indonesia Mengenai Protokol Kesehatan di Masa Adaptasi Kebiasaan Baru.**

Adaptasi kebiasaan baru diadakan berdasarkan keputusan dari badan kesehatan dunia (WHO) yang menyatakan virus Covid- 19 tidak hilang dalam waktu yang singkat. Hal tersebut membuat pemerintah Indonesia memberikan penjelasan kepada masyarakat agar dapat beraktivitas seperti sedia kala sebelum adanya virus Covid- 19 dengan mematuhi protokol kesehatan termasuk saat menggunakan jasa layanan transportasi umum, seperti KRL. Hal ini memutuskan peneliti untuk melakukan penelitian mengenai Kampanye *Public Relations* yang dilakukan oleh PT. Kereta *Commuter* Indonesia mengenai Protokol Kesehatan di Masa Adaptasi Kebiasaan Baru.

Tujuan penelitian ini untuk mengetahui bagaimana tahapan sosialisasi atau kampanye yang dilakukan oleh PT. Kereta *Commuter* Indonesia mulai dari tahapan identifikasi masalah, pengelolaan kampanye, hingga proses evaluasi. Penelitian ini menggunakan metode kualitatif yang kemudian dipaparkan dalam bentuk deskriptif. Model yang digunakan merupakan model kampanye Ostergaard yang menyatakan bahwa ketika melakukan kampanye *Public Relations* terdiri dari berbagai tahapan, seperti tahap identifikasi masalah, pengelolaan kampanye, dan evaluasi.

Hasil yang didapatkan dalam penelitian ini adalah PT. Kereta *Commuter* Indonesia menggunakan beberapa tahapan, yakni: 1) tahap identifikasi masalah melalui proses identifikasi masalah sesuai dengan Peraturan Pemerintah Indonesia dan Kemenhub, dan melalui *monitoring* media, 2) Pengelolaan Kampanye melalui media sosial dan pengelolaan kampanye secara tatap muka atau langsung, 3) Evaluasi melalui *monitoring* media dan *controlling* kegiatan.

Hasil penelitian ini dapat disimpulkan bahwa PT. Kereta *Commuter* Indonesia melaksanakan kegiatan Kampanye *Public Relations* mengenai Protokol Kesehatan di Masa Adaptasi Kebiasaan Baru.

**Kata Kunci: Kampanye *Public Relations*, PT. Kereta *Commuter* Indonesia, Adaptasi Kebiasaan Baru.**

## ABSTRACT

### **Kartika Riska Dwi Cahyanie: Campaign of Public Relations PT. Train Commuter Indonesian Regarding Health Protocols in the New Habit Adaptation Period.**

The adaptation of new habits is based on a decision from the World Health Organization (WHO) which states that the Covid-19 virus will not disappear in a short time. This makes the Indonesian government provide an explanation to the public so that they can carry out their activities as usual before the Covid-19 virus by complying with health protocols, including when using public transportation services, such as Commuter Line. This decided researchers to conduct research on the Campaign Public Relations conducted by PT. Train Commuter Indonesia on Health Protocols in the New Habit Adaptation Period.

The purpose of this study was to find out how the stages of socialization or campaign carried out by PT. Kereta Commuter Indonesia starts from the problem identification stage, campaign management, to the evaluation process. This study uses a qualitative method which is then presented in a descriptive form. The model used is the Ostergaard campaign model which states that when conducting a campaign, its Public Relations consists of various stages, such as the problem identification stage, campaign management, and evaluation.

The results obtained in this study are PT. Train Commuter Indonesian Uses several stages, namely: 1) problem identification stage through the problem identification process in accordance with Indonesian Government Regulations and the Ministry of Transportation, and through monitoring media, 2) Campaign management through social media and face-to-face campaign management, 3) Evaluation through monitoring media and controlling activities.

The results of this study can be concluded that PT. Kereta Commuter Indonesia carries out a Campaign Public Relations on Health Protocols during the Adaptation of New Habits.

**Keywords: Campaign Public Relations, PT. Train Commuter Indonesian, Adaptation of New Habits.**