

ABSTRAK

Frieska Chairunnisa Zain. Kampanye Public Relations Gerakan Tanam Dan Pelihara 50 Juta Pohon Melalui Instagram @dishut_jabar (Studi Deskriptif Pada Humas Dinas Kehutanan Jawa Barat).

Dinas Kehutanan Jawa Barat merupakan salah satu lembaga pemerintah Jawa Barat yang mengurus segala urusan Kehutanan di wilayah Jawa Barat. Dinas Kehutanan Jawa Barat melalui bidang humas kemudian membuat sebuah kampanye yang bertujuan untuk menangani lahan kritis yang tersebar di Jawa Barat melalui media sosial instagram karena pandemi Covid-19 melanda di awal tahun 2020.

Penelitian ini bertujuan untuk mengetahui gambaran proses kampanye *public relations* yang dilakukan oleh Dinas Kehutanan Jawa Barat yang dilakukan melalui media sosial instagram @dishut_jabar. Peneliti mendeskripsikan proses kampanye mulai dari identifikasi masalah, perencanaan, hingga pelaksanaan kampanye.

Penelitian ini memiliki konsep yang menggunakan model kampanye Ostergaard dengan paradigma yang digunakan adalah paradigma konstruktivisme melalui metode deskriptif kualitatif serta pengumpulan data melalui wawancara mendalam dan dokumentasi yang dikumpulkan.

Hasil penelitian ini menjelaskan bahwa kampanye *public relations* gerakan tanam dan pelihara 50 juta pohon melalui instagram @dishut_jabar yang dilakukan oleh Dinas Kehutanan Jawa Barat melalui media sosial telah melalui tiga proses utama. 1) proses identifikasi masalah dengan mencari data serta fakta lapangan yaitu melihat misi ke-3 pemerintah Jawa Barat periode 2018-2023, merealisasikan Perpres serta Keputusan Menteri serta melihat data sebaran lahan kritis Jawa Barat. 2) proses perencanaan kampanye dengan menentukan target kampanye yang kemudian menjadi tajuk kampanye, slogan, isi pesan serta khalayak sasaran. 3) proses pelaksanaan kampanye yang berpegang pada hasil analisis identifikasi masalah serta proses perencanaan yaitu menjalankan kampanye sesuai dengan pedoman surat edaran Gubernur, yang kemudian dijalankan secara fleksibel.

Berdasarkan hasil penelitian, disimpulkan bahwa Dinas Kehutanan Jawa Barat telah melakukan kampanye public relations gerakan tanam dan pelihara 50 juta pohon melalui instagram @dishut_jabar sesuai dengan model Ostergaard.

Kata kunci: Kampanye *public relations*, Instagram, Dishut Jabar.

ABSTRACT

Frieska Chairunnisa Zain. *Public Relations Campaign Movement to Plant and Maintain 50 Million Trees via Instagram @dishut_jabar (Descriptive Study of West Java Forestry Service Public Relations).*

West Java Forestry Service is one of West Java government agencies that takes care of all forestry affairs in West Java region. West Java Forestry Service through the field of public relations then created a campaign that aims to deal with critical lands scattered in West Java through social media Instagram because Covid-19 pandemic hit in early 2020.

This study aims to describe the public relations campaign process carried out by the West Java Forestry Service which was carried out through social media Instagram @dishut_jabar. Researchers describe the multi-campaign process from problem identification, planning, to campaign implementation.

This study has a concept that uses the Ostergaard campaign model with the paradigm used is the constructivism paradigm through qualitative descriptive methods and data collection through depth interviews and collected documentation.

The results of this study explain that the public relations campaign planting and maintaining 50 million trees through Instagram @dishut_jabar carried out by West Java Forestry Service through social media has gone through three main processes. 1) is problem identification process by looking for data and field facts, namely looking at the 3rd mission of the West Java government for the 2018-2023 period, realizing the Presidential Regulation and Ministerial Decrees also looking at the distribution data of West Java's critical land. 2) the campaign planning process by determining the target of the campaign which then becomes the campaign title, slogan, message content and target audience. 3) The campaign implementation process is based on the results of the problem identification analysis and the planning process, namely running the campaign in accordance with the Governor's circular guidelines, which are then carried out flexibly.

Based on the results of the study, it was concluded that West Java Forestry Service had conducted a public relations campaign to plant and maintain 50 million trees through Instagram @dishut_jabar according to the Ostergaard model.

Keywords: *Public relations campaign, Instagram, West Java Forestry Service.*