

ABSTRAK

Narendra Ramadhani. (2022). Kampanye Public Relations Badan Nasional Penanggulangan Bencana Dalam Meningkatkan Kesadaran Tentang Hari Kesiapsiagaan di Indonesia.

Badan Nasional Penanggulangan Bencana adalah sebuah Lembaga Pemerintah Nonkementerian yang mempunyai tugas membantu Presiden Republik Indonesia dalam melakukan penanggulangan bencana sesuai dengan amanat Undang-Undang Nomor 24 Tahun 2007. Potensi kebencanaan alam dan non alam yang tinggi di Indonesia mendorong Badan Nasional Penanggulangan Bencana untuk mengenalkan Hari Kesiapsiagaan kepada public melalui adanya program Kampanye Public Relations.

Penelitian ini bermaksud untuk mendapatkan gambaran dalam kegiatan Kampanye Public Relations Badan Nasional Penanggulangan Bencana Dalam Meningkatkan Kesadaran Tentang Hari Kesiapsiagaan di Indonesia. Diawali pada proses identifikasi masalah, proses pengelolaan yang memunculkan perencanaan dan pelaksanaan sampai pada tahap evaluasi.

Model Kampanye Ostegaard menjadi acuan pada penelitian ini dengan melaksanakan pendekatan interpretif serta metode kualitatif deskriptif yang menggunakan Teknik pengumpulan data melalui wawancara, dokumentasi dan observasi pasif.

Penelitian ini menunjukkan hasil bahwa kegunaan Kampanye Public Relations Badan Nasional Penanggulangan Bencana dalam Meningkatkan Kesadaran Tentang Hari Kesiapsiagaan di Indonesia. Menggunakan kampanye secara tiga tahap, yaitu: Identifikasi Masalah, Pengelolaan Kampanye dengan melakukan proses perencanaan yang diikuti penentuan tujuan, public sasaran, pelaku, pesan serta media kampanye serta pelaksanaan dilakukan melalui sosialisasi langsung dan tidak langsung. Evaluasi dijalankan setelah melihat adanya perubahan peningkatan partisipasi dan interaksi pada Hari Kesiapsiagaan Bencana serta perubahan opini pada masyarakat.

Kesimpulan pada hasil penelitian yang telah dilakukan bahwa Kampanye Public Relations Badan Nasional Penanggulangan Bencana Dalam Meningkatkan Kesadaran Tentang Hari Kesiapsiagaan di Indonesia dengan menerapkan model kampanye Ostegaard.

Kata Kunci: Kampanye Public Relations, Hari Kesiapsiagaan Bencana, Peningkatan Kesadaran, Badan Nasional Penanggulangan Bencana.

ABSTRACT

Narendra Ramadhani. (2022). *Public Relations Campaign of the National Disaster Management Agency in Raising Awareness About Preparedness Day in Indonesia.*

The National Disaster Management Agency is a non-ministerial government agency that has the task of assisting the President of the Republic of Indonesia in carrying out disaster management in accordance with the mandate of Law Number 24 of 2007. The high potential for natural and non-natural disasters in Indonesia encourages the National Disaster Management Agency to introduce Preparedness Day to the public through Public Relations Campaign activities.

This study intends to get an overview of the Public Relations Campaign activities of the National Disaster Management Agency in Raising Awareness About Preparedness Day in Indonesia. Beginning with the problem identification process, the management process that gave rise to planning and implementation to the evaluation stage.

Ostegaard's campaign model becomes a reference in this research by implementing an interpretive approach and descriptive qualitative method using data collection techniques through interviews, documentation and passive observation.

This study shows the usefulness of the Public Relations Campaign of the National Disaster Management Agency in Raising Awareness About Preparedness Day in Indonesia. Using campaigns in three stages, namely: Problem Identification, Campaign Management by conducting a planning process followed by determining goals, public targets, actors, messages and campaign media and implementation is carried out through direct and indirect socialization. The evaluation was carried out after seeing changes in the increase in participation and interaction on Disaster Preparedness Day as well as changes in public opinion.

The conclusion from the results of research that has been done is that the Public Relations Campaign of the National Disaster Management Agency in Raising Awareness About Preparedness Day in Indonesia by applying the Ostegaard campaign model.

Keywords: *Public Relations Campaign, Disaster Preparedness Day, Awareness Raising, National Disaster Management Agency.*