IMPLEMENTATION OF PUBLIC RELATIONS STRATEGY IN RAISING AWARENESS ABOUT THE TURUNTANGAN JAKARTA PROJECT IN KAMPUNG PASIR CAU KULON, CIANJUR REGENCY

UNDERGRADUATE FINAL PROJECT

Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi

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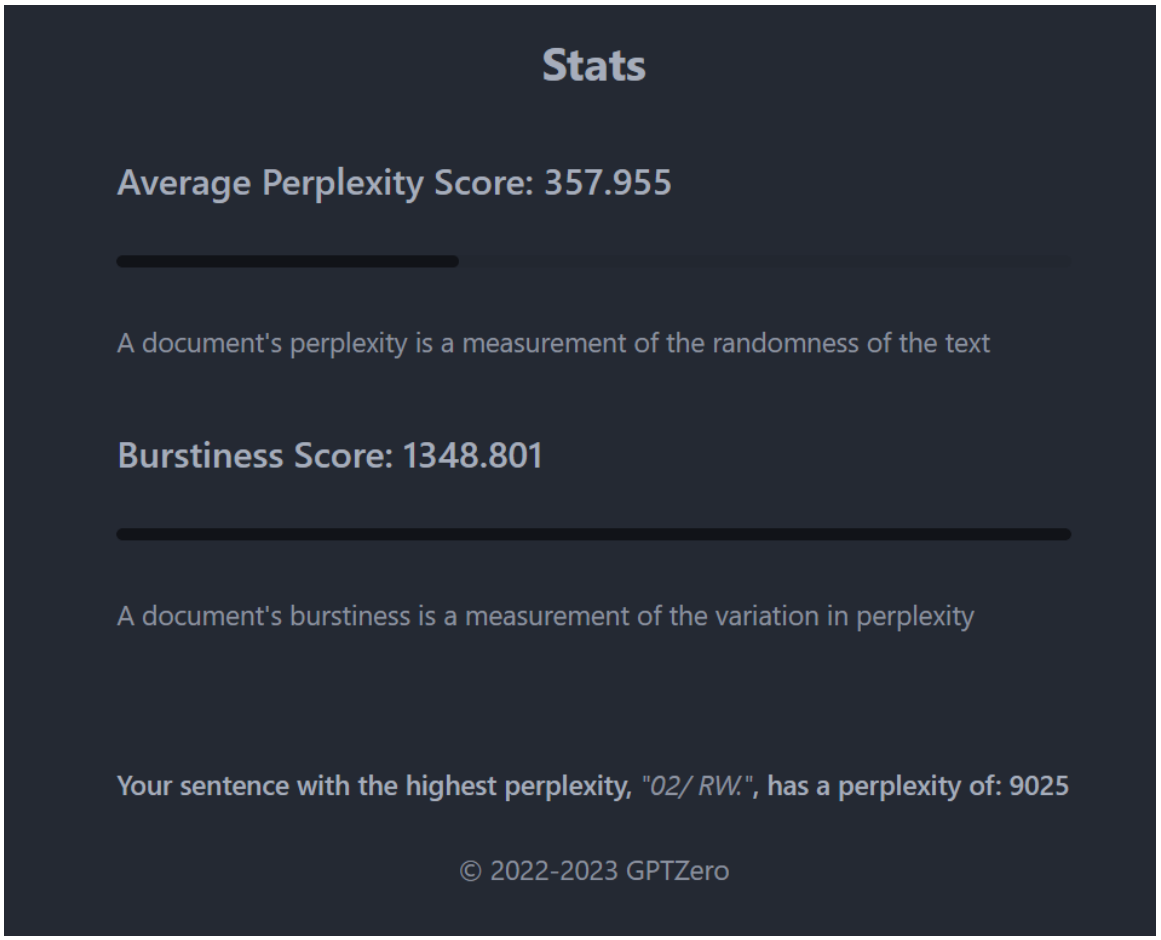
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ABSTRACT

The final project is entitled "IMPLEMENTATION OF PUBLIC RELATIONS STRATEGY IN RAISING AWARENESS ABOUT THE TURUNTANGAN JAKARTA PROJECT IN KAMPUNG PASIR CAU KULON, CIANJUR REGENCY". The goal of this final project is to implement a public relations strategy with 6 projects, namely creating content on 2 social media, extensive collaboration networks, fundraising, media partnerships, key opinion leader collaboration and news media releases to increase public awareness and succeed in sustainable project activities in the form of water irrigation clean-up and the construction of an emergency school system initiated by the Turun Tangan Jakarta Volunteer Movement in Pasir Cau Kulon, Cianjur Regency.

TurunTangan Jakarta Volunteer Movement is experiencing problems in implementing public relations for a sustainable project that will be held in earthquake-affected areas and is above the active Cugenang fault due to the limited number of volunteers, the lack of capability of public relations volunteers and the ability to implement various public relations strategies which have a vital role in success sustainable project. Therefore, TurunTangan Jakarta is collaborating with AKSARA to implement a public relations strategy consisting of the 6 projects above to build awareness, trust and a strong network of all elements that will help solve problems in Pasir Cau Kulon, Cugenang Regency. This village is an isolated area located above the active Cugenang fault which has problems with a clean water crisis and children's delays in learning, however, due to the chaos in handling the earthquake by the government, Pasir Cau Kulon did not get assistance according to the conditions of the people there. Based on these 2 problems, TurunTangan Jakarta plans to solve these problems by collaborating with AKSARA as an organization that has the capability to implement public relations on projects that will be held by the volunteer movement.

keywords: public relations strategy, volunteer movement, post-disaster response

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