

ABSTRAK

Runa Senja Abiyya : Strategi Komunikasi Humas Dalam Sosialisasi Mitigasi Gempa Bumi Kepada Pelajar (Studi Pada Program *BMKG Goes To School* Di Stasiun Geofisika Kelas I Bandung)

Strategi komunikasi humas merupakan bagian dari penyampaian informasi publik, termasuk isu kebencanaan. Penelitian ini membahas peran Stasiun Geofisika Kelas I Bandung dalam mensosialisasikan edukasi kesiapsiagaan gempa bumi kepada pelajar di Kota Bandung melalui program *BMKG Goes to School*. Kota Bandung sebagai wilayah rawan bencana memiliki urgensi tinggi dalam meningkatkan pemahaman siswa mengenai mitigasi. Program ini bertujuan membangun kesadaran dan keterampilan siswa dalam menghadapi gempa bumi melalui pendekatan komunikasi yang terencana.

Tujuan penelitian ini ialah mengkaji strategi komunikasi humas dalam program *BMKG Goes to School* menggunakan model perencanaan komunikasi lima langkah dari Hafied Cangara, yang mencakup penelitian, perencanaan, pelaksanaan, evaluasi, dan pelaporan. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam dan observasi.

Hasil penelitian menunjukkan bahwa strategi komunikasi humas dilaksanakan sesuai kelima tahapan model tersebut. Penelitian mencakup identifikasi masalah komunikasi dan analisis khalayak, perencanaan mencakup penyusunan pesan, media, dan efek yang diharapkan, pelaksanaan melibatkan pengembangan materi, uji coba, dan implementasi; evaluasi mencakup pemantauan serta evaluasi proses dan dampak, pelaporan melibatkan penyusunan laporan dan diseminasi hasil. Setiap tahapan mendorong keterlibatan aktif siswa serta memperkuat pemahaman mereka terhadap tindakan penyelamatan saat bencana.

Simpulan dari penelitian ini, strategi komunikasi humas yang terstruktur dan tepat sasaran berperan dalam membentuk kesadaran dan budaya mitigasi bencana di kalangan pelajar. Program *BMKG Goes to School* menunjukkan efektivitas institusi pemerintah dalam menjalankan fungsi edukatif melalui komunikasi yang terarah.

Kata Kunci: *BMKG Goes to School*, Strategi Komunikasi Humas, Model Hafied Cangara.

ABSTRACT

Runa Senja Abiyya: *Public Relations Communication Strategy in Earthquake Mitigation Awareness Campaigns for Students (A Study on the BMKG Goes to School Program at the Class I Geophysical Station in Bandung)*

The public relations communication strategy plays a vital role in delivering public information, including disaster-related issues. This study discusses the role of the Class I Geophysical Station in Bandung in promoting earthquake preparedness education to students in Bandung through the BMKG Goes to School program. As a disaster-prone area, Bandung has a high urgency in improving students' understanding of disaster mitigation. The program aims to build students' awareness and skills in responding to earthquakes through a structured communication approach.

The purpose of this research is to examine the public relations communication strategy within the BMKG Goes to School program using Hafied Cangara's five-step communication planning model, which includes research, planning, implementation, evaluation, and reporting. This research employs a qualitative descriptive approach with data collected through in-depth interviews and observations.

The findings indicate that the public relations communication strategy was carried out in accordance with all five stages of the model. The research phase involved identifying communication problems and analyzing the audience; the planning phase included message formulation, media selection, and expected outcomes; implementation encompassed content development, trials, and execution; evaluation involved monitoring and assessing both processes and impacts; and reporting consisted of compiling and disseminating results. Each stage encouraged active student engagement and reinforced their understanding of emergency response actions.

In conclusion, a structured and well-targeted public relations communication strategy plays a crucial role in fostering disaster awareness and mitigation culture among students. The BMKG Goes to School program demonstrates the effectiveness of a government institution in fulfilling its educational function through focused communication efforts.

Keywords: *BMKG Goes to School, Public Relations Communication Strategy, Hafied Cangara Model.*