

ABSTRAK

Fathimah Sholihatusy Syifa : Strategi Kampanye Humas Dinas Kesehatan Kota Bandung dalam Mensosialisasikan Program Integrasi Layanan Kesehatan Primer (ILP).

Program Integrasi Layanan Primer (ILP) merupakan kebijakan nasional dari Kementerian Kesehatan Republik Indonesia sebagai bagian dari transformasi sistem layanan kesehatan. Dinas Kesehatan Kota Bandung menjadi pelaksana di tingkat daerah dan bertanggung jawab dalam mengedukasi masyarakat mengenai program ini.

Penelitian ini bertujuan untuk mengetahui strategi kampanye humas Dinas Kesehatan Kota Bandung dalam mensosialisasikan Program ILP serta mengidentifikasi strategi komunikasi yang digunakan dalam proses kampanye. Penelitian ini mengacu pada model kampanye public relations PIE yang dikembangkan oleh Randy Bobbit dan Ruth Sullivan yang terdiri dari tiga tahap: perencanaan, implementasi, dan evaluasi.

Penelitian ini menggunakan paradigma konstruktivisme dan metode kualitatif dengan pendekatan deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap aktivitas kampanye humas program ILP yang dilakukan oleh Dinas Kesehatan.

Hasil penelitian menunjukkan bahwa strategi kampanye humas Dinas Kesehatan Kota Bandung dalam mensosialisasikan Program ILP terdiri dari tiga tahapan utama. Pada tahap *Planning*, kampanye mengacu pada arah kebijakan Kota Bandung, dengan audiens mencakup seluruh siklus hidup, dan pemilihan media disesuaikan dengan karakteristik masyarakat. Pada tahap *Implementation*, pelaksanaan kampanye dilakukan melalui berbagai saluran, mulai dari media sosial, penyuluhan langsung, hingga kegiatan besar seperti Hari Kesehatan Nasional yang disisipi konten kampanye. Materi kampanye dikemas dalam bentuk poster, video edukatif, serta publikasi digital yang juga dipromosikan melalui kerja sama dengan Humas Pemkot Bandung. Pada tahap *Evaluation*, kampanye dinilai melalui pengisian formulir digital, survei kepuasan masyarakat, pemantauan insight media sosial, dan forum rapat lintas bidang. Evaluasi ini menunjukkan bahwa kampanye telah menjangkau masyarakat luas, meningkatkan kesadaran dasar tentang ILP, dan mendorong partisipasi warga dalam layanan seperti posyandu.

Kata Kunci: Strategi Kampanye, Humas Pemerintah, Integrasi Layanan Primer, Komunikasi Publik, Dinas Kesehatan.

ABSTRACT

Fathimah Sholihatusy Syifa: *Public Relations Campaign Strategy of the Bandung City Health Office in Socializing the Integrated Primary Health Care Program (ILP).*

The Integrated Primary Health Care (ILP) program is a national policy initiated by the Ministry of Health of the Republic of Indonesia as part of the transformation of the health service system. The Bandung City Health Office acts as the regional implementer and holds the responsibility of educating the public about this program.

This study aims to examine the public relations campaign strategies of the Bandung City Health Office in disseminating the Integrated Primary Care (ILP) Program and to identify the communication strategies used in the campaign process. This research refers to the Public Relations Campaign PIE model developed by Randy Bobbit and Ruth Sullivan, which consists of three stages: planning, implementation, and evaluation.

This study employs a constructivist paradigm and a qualitative method with a descriptive qualitative approach. Data were collected through in-depth interviews, observation, and documentation of the public relations campaign activities of the ILP program conducted by the Health Office of Bandung City.

The results show that the campaign strategy comprises three main stages. In the Planning stage, the campaign was designed without a specific vision or mission, but aligned with the policy direction of Bandung City, targeting all age groups using media channels adapted to community characteristics. In the Implementation stage, the campaign was conducted through various channels, including social media, direct counseling, and major events such as National Health Day, which incorporated campaign messages. Campaign materials were packaged in posters, educational videos, and digital publications, supported by collaboration with the Public Relations Division of the Bandung City Government. In the Evaluation stage, the campaign was assessed through digital form submissions, public satisfaction surveys, monitoring of social media insights, and interdepartmental meetings. The evaluation indicates that the campaign successfully reached a broad audience, raised basic awareness of the ILP, and encouraged community participation in services such as posyandu.

Keywords: *Campaign Strategy, Government Public Relations, Integrated Primary Health Care, Public Communication, Health Office.*