

ABSTRAK

Fakhrian Yusuf, Kampanye Kehumasan Dispusipda Jawa Barat dalam Meningkatkan Literasi (Studi Deskriptif pada Program Klasik).

Kampanye kehumasan merupakan strategi komunikasi yang berperan penting dalam membangun citra dan menyampaikan pesan lembaga kepada publik. Tantangan rendahnya tingkat literasi di Indonesia, termasuk di Jawa Barat, mendorong Dinas Perpustakaan dan Kearsipan Daerah (Dispusipda) Jawa Barat untuk menginisiasi Program Klasik (Kampanye Literasi, Arsip, dan Musik) sebagai upaya meningkatkan minat baca dan kesadaran literasi masyarakat, khususnya generasi muda. Program ini menghadirkan pendekatan kreatif dan kolaboratif yang mengintegrasikan unsur seni, budaya, dan literasi dalam rangka memperluas jangkauan komunikasi dan partisipasi publik.

Penelitian ini bertujuan untuk mengetahui pengelolaan kampanye kehumasan Dispusipda Jawa Barat dalam pelaksanaan Program Klasik berdasarkan Model Manajemen Kampanye dari Antara Venus, yang meliputi tahapan perencanaan, pengembangan, implementasi, pemantauan, dan evaluasi. Pemilihan model ini didasarkan pada sifatnya yang komprehensif dan integratif, sehingga relevan untuk mengkaji praktik kampanye kehumasan di lembaga publik. Penelitian menggunakan paradigma konstruktivisme dengan pendekatan deskriptif dan metode kualitatif, karena sesuai untuk menggali makna, pengalaman, serta interaksi sosial yang terjadi dalam kampanye. Data dikumpulkan melalui observasi partisipatori pasif, wawancara mendalam, serta dokumentasi, dengan memanfaatkan sumber data primer dari pihak internal Dispusipda Jawa Barat dan data sekunder berupa arsip, jurnal, dan pemberitaan terkait.

Hasil penelitian menunjukkan bahwa pengelolaan kampanye kehumasan Program Klasik dilaksanakan secara terstruktur melalui lima tahap sesuai dengan model yang digunakan. Tahap perencanaan dilakukan melalui identifikasi isu dan segmentasi khalayak; tahap pengembangan melibatkan kolaborasi lintas sektor dan perancangan media kampanye; tahap implementasi dilaksanakan melalui koordinasi tim dan pelaksanaan kegiatan; tahap pemantauan mencakup pengawasan serta penyesuaian di lapangan; sedangkan tahap evaluasi dilaksanakan melalui rapat internal dan pengamatan terhadap minat baca serta jumlah pengunjung. Simpulan penelitian menegaskan bahwa Program Klasik telah dikelola secara sistematis, selaras dengan model manajemen kampanye, dan berkontribusi pada peningkatan literasi masyarakat, terutama generasi muda di Jawa Barat.

Kata Kunci: Kampanye Kehumasan, Dispusipda Jawa Barat, Program Klasik, Generasi Muda

ABSTRACT

Fakhrian Yusuf, *Public Relations Campaign of the Dispusipda of West Java in Improving Literacy (A Descriptive Study on the Klasik Program).*

Public relations campaigns are communication strategies that play an essential role in building institutional image and delivering messages to the public. The challenge of low literacy levels in Indonesia, including West Java, encouraged the West Java Regional Library and Archives Office (Dispusipda) to initiate the Klasik Program (Literacy, Archives, and Music Campaign) as an effort to increase reading interest and literacy awareness, particularly among the younger generation. This program adopts a creative and collaborative approach by integrating elements of art, culture, and literacy to expand communication reach and public participation.

This study aims to examine the management of the public relations campaign conducted by Dispusipda West Java in implementing the Klasik Program based on the Campaign Management Model by Antara Venus, which consists of planning, development, implementation, monitoring, and evaluation. The model was chosen because of its comprehensive and integrative characteristics, making it relevant to analyze public relations practices within government institutions. The research applies a constructivist paradigm with a descriptive qualitative approach, as it is suitable for exploring meanings, experiences, and social interactions within the campaign. Data were collected through passive participatory observation, in-depth interviews, and documentation, utilizing both primary data from internal stakeholders of Dispusipda West Java and secondary data from archives, journals, and relevant publications.

The findings show that the Klasik Program was managed in a structured manner following the five stages of the model. The planning stage involved issue identification and audience segmentation; the development stage emphasized cross-sector collaboration and campaign media design; the implementation stage was carried out through team coordination and event execution; the monitoring stage consisted of field supervision and adjustments; while the evaluation stage was conducted through internal meetings and observations of reading interest and visitor levels. The study concludes that the Klasik Program was managed systematically, aligned with the campaign management model, and contributed significantly to improving literacy, especially among the younger generation in West Java.

Keywords: *Public Relations Campaign, the Dispusipda of West Java, Klasik Program, Young Generation*