

ABSTRAK

Moch Iqbal Alfarizi Humaydi. Kampanye Public Relations Badan Amil Zakat Nasional Jawa Barat dalam Program Kesehatan (Studi Deskripsi Layanan kesehatan di Daerah Bencana).

Badan Amil Zakat Nasional (BAZNAS) Jawa Barat memiliki peran penting dalam penghimpunan dan penyaluran zakat, infak, dan sedekah, serta dalam melaksanakan program sosial di bidang kesehatan, khususnya di daerah terdampak bencana. Kehadiran BAZNAS dengan layanan kesehatan pascabencana tidak hanya menjawab kebutuhan darurat, tetapi juga membutuhkan strategi komunikasi yang tepat agar pesan dan tujuan program dapat tersampaikan secara efektif kepada masyarakat. Dalam konteks ini, kampanye Public Relations menjadi instrumen penting untuk membangun kesadaran, memperkuat partisipasi masyarakat, dan menjaga citra lembaga.

Penelitian ini berfokus pada strategi kampanye Public Relations yang dilakukan BAZNAS Jawa Barat dalam menyosialisasikan program kesehatan di daerah bencana, yang mencakup tahapan mengenal khalayak sasaran komunikasi, penentuan tujuan kampanye, penyusunan pesan, serta penetapan metode dan media. Penelitian ini diharapkan dapat memberikan gambaran mengenai bagaimana lembaga zakat merancang strategi komunikasi publik yang efektif dalam merespons kebutuhan kesehatan masyarakat pascabencana.

Landasan teori yang digunakan adalah teori kampanye komunikasi Rogers & Storey yang menekankan pada identifikasi khalayak, penetapan tujuan, perancangan pesan, dan pemilihan metode komunikasi. Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi, sedangkan analisis data menggunakan model Miles & Huberman yang terdiri dari reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa (1) BAZNAS Jawa Barat mengenali khalayak dengan melakukan pemetaan kebutuhan kesehatan masyarakat terdampak bencana, (2) dalam penetapan tujuan kampanye berfokus pada peningkatan akses layanan kesehatan, edukasi kebencanaan, serta pemulihan psikososial, (3) penyusunan pesan dilakukan dengan pendekatan persuasif, empatik, dan berbasis nilai religius agar mudah diterima masyarakat, serta (4) metode dan media kampanye yang digunakan mengombinasikan publikasi konvensional melalui media massa dengan media digital serta dukungan relawan lokal. Penelitian ini menyimpulkan bahwa keberhasilan kampanye BAZNAS ditentukan oleh konsistensi strategi komunikasi, sinergi dengan mitra, serta kemampuan beradaptasi dengan kondisi lapangan dalam situasi bencana.

Kata kunci: BAZNAS, Kampanye Public Relations, Komunikasi Kesehatan, Daerah Bencana

ABSTRACT

Moch Iqbal Alfarizi Humaydi. Public Relations Campaign of the West Java National Zakat Board (BAZNAS) in the Health Program (A Descriptive Study of Health Services in Disaster-Affected Areas).

The West Java National Zakat Board (BAZNAS) plays an essential role in the collection and distribution of zakat, infaq, and sadaqah, as well as in implementing social programs in the health sector, particularly in disaster-affected regions. The presence of BAZNAS in post-disaster health services not only addresses urgent needs but also requires effective communication strategies to ensure that the messages and objectives of the program are properly conveyed to the community. In this regard, Public Relations campaigns serve as a vital instrument to raise awareness, strengthen community participation, and maintain the institution's positive image.

This research focuses on the Public Relations campaign strategies carried out by BAZNAS West Java in promoting health programs in disaster-affected areas, which include identifying the target audience, defining the objectives of the campaign, designing the message, and determining the appropriate methods and media. The study is expected to provide insights into how zakat institutions design effective public communication strategies in response to post-disaster health needs.

The theoretical framework applied is the communication campaign model proposed by Rogers & Storey, which emphasizes audience identification, goal setting, message design, and method selection. This study employs a constructivist paradigm with a qualitative descriptive approach. Data were collected through in-depth interviews, observations, and documentation, and analyzed using Miles & Huberman's model consisting of data reduction, data display, and conclusion drawing.

The findings indicate that (1) BAZNAS West Java identifies its audience by mapping the health needs of disaster-affected communities, (2) in setting objectives the campaign focuses on improving access to health services, disaster education, and psychosocial recovery, (3) messages are designed using persuasive, empathetic, and religious-based approaches to ensure acceptance by the community, and (4) the methods and media employed combine conventional publications through mass media with digital platforms and the involvement of local volunteers. The study concludes that the success of BAZNAS's campaign is determined by consistent communication strategies, strong collaboration with partners, and adaptability to field conditions during disasters.

Keywords: BAZNAS, *Public Relations Campaign, Health Communication, Disaster-Affected Areas*