

ABSTRAK

Nida Nadia Alawiyah: Pengelolaan Kampanye *Public Relations* MUI Kabupaten Bogor dalam Upaya Pencegahan Paham Radikalisme di Kalangan Pelajar (Studi Deskriptif pada Program MUI *Goes to School*).

Meningkatnya intensitas pemberitaan yang dilakukan oleh media mengenai isu penyebaran paham dan tindakan radikalisme di Kabupaten Bogor ini secara tidak langsung mem-*framing* dan perlahan-lahan terbentuklah *image* buruk bahwa titik awal munculnya paham dan tindakan radikalisme ini berasal dari Bogor. Kemunculan fenomena ini memperkuat peran MUI Kabupaten Bogor sebagai organisasi keagamaan dalam membimbing dan melayani umat serta menjadi penegak *amar ma'ruf nahi munkar*, kesadaran tersebut mendorong MUI Kabupaten Bogor untuk melakukan sosialisasi dan edukasi dalam bentuk Kampanye PR melalui program MUI *Goes to School* yang bertujuan untuk memberikan pemahaman akan bahaya paham dan tindakan radikalisme di kalangan pelajar, serta untuk mematahkan stigma bahwa Bogor bukanlah tempat orang-orang radikal.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis pengelolaan kegiatan kampanye *public relations* melalui program MUI *Goes to School* dengan menerapkan prinsip konsep manajemen yang dikembangkan oleh Antar Venus yang terdiri dari perencanaan, implementasi dan evaluasi.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif, karena pengkajiannya melibatkan realitas yang terbentuk melalui interaksi sosial. Data yang dikumpulkan melalui wawancara dan dokumentasi, kemudian dianalisis menggunakan teknik reduksi data, penyajian data dan penarikan kesimpulan.

Hasil dari penelitian ini menunjukkan bahwa pengelolaan program MUI *Goes to School* berperan dalam pencegahan penyebaran paham radikalisme di kalangan pelajar terbagi menjadi tiga. Pertama, tahap perencanaan terbagi menjadi dua tahap, yaitu tahap praproduksi dilakukan dengan menganalisis situasi, tujuan dan khalayak, serta tahap produksi dengan menentukan penyampai pesan, mengonstruksi pesan kampanye, dan menentukan media atau saluran kampanye. Kedua, tahap Implementasi dalam kegiatan ini dilakukan dengan pengorganisasian SDM, pelaksanaan kampanye MUI *Goes to School*, dan pemantauan pelaksanaan kampanye MUI *Goes to School*. Ketiga, yaitu tahap evaluasi dengan mengevaluasi pelaksanaan kampanye MUI *Goes to School* dan melakukan tindak lanjut. Secara keseluruhan dapat di simpulkan bahwa, kegiatan kampanye *public relations* melalui program MUI *Goes to School* ini menjadi salah satu upaya MUI Kabupaten Bogor dalam pencegahan penyebaran paham dan tindakan radikalisme di kalangan pelajar dan mematahkan stigma masyarakat bahwa Bogor bukanlah tempat orang-orang radikal.

Kata Kunci: Kampanye PR, MUI *Goes to School*, Radikalisme di kalangan pelajar.

ABSTRACT

Nida Nadia Alawiyah: *Management of the Public Relations Campaign of the Majelis Ulama Indonesia (MUI) of Bogor Regency in Efforts to Prevent Radicalism Among Students (A Descriptive Study of the MUI Goes to School Program)*

The increasing intensity of news carried out by the media regarding the issue of the spread of radicalism in Bogor Regency indirectly framing and slowly forming a bad image that the starting point of the emergence of radicalism ideas and actions came from Bogor. The emergence of this phenomenon strengthens the role of the Bogor Regency MUI as a religious organization in guiding and serving the ummah and becoming the enforcer of amar ma'ruf nahy munkar; this awareness encourages the Bogor Regency MUI to carry out socialization and education in the form of public relations campaign activities through the MUI Goes to School program which aims to provide an understanding of the dangers of radicalism among students, as well as to break the stigma that Bogor is not a place for radicals.

This study aims to describe and analyze the management of public relations campaign activities through the MUI Goes to School program by applying the principles of management concepts developed by Antar Venus, which consist of planning, implementation, and evaluation.

This study uses a qualitative approach with a descriptive method, as the analysis involves realities formed through social interaction. Data was collected through interviews and documentation, then analyzed using data reduction techniques, data presentation, and conclusion drawing.

The results of this study indicate that the management of the MUI Goes to School program plays a role in preventing the spread of radicalism among students, divided into three stages. First, the planning stage is divided into two phases: the pre-production phase, which involves analyzing the situation, objectives, and audience, and the production phase, which involves determining the message deliverers, constructing the campaign message, and selecting the campaign media or channels. Second, the implementation stage in this activity was carried out by organizing human resources, implementing the MUI Goes to School campaign, and monitoring the implementation of the MUI Goes to School campaign. Third, the evaluation stage involved evaluating the implementation of the MUI Goes to School campaign and following up on it. Overall, it can be concluded that the public relations campaign through the MUI Goes to School program is one of MUI Bogor Regency's efforts to prevent the spread of radical ideas and actions among students and to break the stigma that Bogor is a place for radical people.

Keywords: PR Campaign, MUI Goes to School, Radicalism among students.