

ABSTRAK

Al Farisi Rajabian Hakim : Strategi Kampanye Humas Dinas Sosial Kota Tasikmalaya dalam Membangun Kepercayaan Masyarakat melalui Program Bakul Tasik (Studi Deskriptif Kualitatif Pada Instansi Pemerintah)

Program Bakul Tasik merupakan salah satu inovasi Pemerintah Kota Tasikmalaya melalui Dinas Sosial dalam upaya mengatasi permasalahan ekonomi masyarakat, khususnya di sektor kebutuhan pangan. Program ini tidak hanya berorientasi pada bantuan sosial, tetapi juga menjadi media komunikasi dan kampanye humas pemerintah dalam membangun kepercayaan publik terhadap kinerja instansi. Melalui pendekatan komunikasi yang strategis, Dinas Sosial berupaya memperkuat citra positif lembaga sekaligus memperluas dukungan masyarakat terhadap program kesejahteraan sosial.

Penelitian ini berfokus pada strategi kampanye humas yang dilakukan Dinas Sosial Kota Tasikmalaya melalui Program Bakul Tasik. Tujuannya untuk mengetahui bagaimana pelaksanaan strategi *Public Relations Campaign* yang mencakup tahapan *Research, Action, Communication, dan Evaluation* (RACE) dalam membangun kepercayaan masyarakat terhadap program tersebut. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa Dinas Sosial Kota Tasikmalaya telah menjalankan strategi kampanye humas secara sistematis melalui empat tahapan RACE. Pada tahap *Research*, dilakukan identifikasi kebutuhan masyarakat dan kerja sama antar pihak terkait. Tahap *Action* meliputi perencanaan distribusi dan strategi komunikasi program. Tahap *Communication* menitikberatkan pada komunikasi langsung dengan penerima manfaat serta sinergi dengan mitra seperti PHRI. Sementara pada tahap *Evaluation*, dilakukan penilaian efektivitas kampanye serta perbaikan strategi berdasarkan tanggapan masyarakat.

Kesimpulannya, strategi kampanye humas yang diterapkan Dinas Sosial Kota Tasikmalaya berhasil membangun kepercayaan masyarakat terhadap Program Bakul Tasik melalui komunikasi yang terbuka, kolaboratif, dan berkelanjutan. Kampanye ini menjadi contoh penerapan fungsi kehumasan pemerintah yang efektif dalam memperkuat hubungan antara lembaga dan publiknya.

Kata Kunci : Program Bakul Tasik, Kampanye Humas, Dinas Sosial Kota Tasikmalaya, Strategi Komunikasi, Kepercayaan Masyarakat.

ABSTRACT

Al Farisi Rajabian Hakim : *Public Relations Campaign Strategy of the Social Service Office of Tasikmalaya City in Building Public Trust through the Bakul Tasik Program (A Qualitative Descriptive Study on a Government Institution)*

The Bakul Tasik Program is one of the innovations initiated by the Social Service Office of Tasikmalaya City to address economic challenges among local communities, particularly related to food needs. This program is not only focused on providing social assistance but also serves as a medium of communication and a public relations campaign to build public trust in the government's performance. Through strategic communication approaches, the Social Service Office aims to strengthen its positive image and increase public support for social welfare programs.

This study focuses on the public relations campaign strategies carried out by the Social Service Office of Tasikmalaya City through the Bakul Tasik Program. The purpose is to identify how the implementation of the Public Relations Campaign strategy—which includes the stages of Research, Action, Communication, and Evaluation (RACE)—helps build public trust in the program. The research uses a qualitative descriptive method with data collected through interviews, observation, and documentation.

The results show that the Social Service Office has implemented a systematic public relations campaign strategy through the four stages of RACE. The Research stage involved identifying community needs and collaborating with various stakeholders. The Action stage focused on planning distribution systems and communication strategies. The Communication stage emphasized direct engagement with program beneficiaries and cooperation with partners such as PHRI. Meanwhile, the Evaluation stage involved assessing campaign effectiveness and improving strategies based on public feedback.

In conclusion, the public relations campaign strategy applied by the Social Service Office of Tasikmalaya City has successfully built public trust in the Bakul Tasik Program through transparent, collaborative, and continuous communication. This campaign serves as an example of effective government public relations practice in strengthening relationships between institutions and the public.

Keywords : *Bakul Tasik Program, Public Relations Campaign, Tasikmalaya City Social Service Office, Communication Strategy, Public Trust.*