

ABSTRAK

Herlinda : Strategi Komunikasi Humas Komite Olahraga Masyarakat Indonesia (KORMI) Kabupaten Bandung dalam Mensosialisasikan Pentingnya Olahraga Masyarakat

Strategi komunikasi humas berperan penting dalam membangun kesadaran masyarakat terhadap olahraga. Melalui berbagai program sosialisasi, KORMI Kabupaten Bandung berhasil melibatkan 4.263 pegiat aktif, 7.500 pecinta olahraga, dan menjangkau 17.600 pengikut Instagram sebagai bagian dari komunikasi digital organisasi.. Upaya ini diperkuat melalui pelibatan Duta Olahraga di 280 desa. Fenomena ini menarik diteliti karena meskipun tidak memiliki bidang humas secara struktural, KORMI Kabupaten Bandung mampu menjalankan fungsi komunikasi strategis secara efektif dalam mensosialisasikan pentingnya olahraga masyarakat.

Penelitian ini bertujuan menganalisis strategi komunikasi humas KORMI Kabupaten Bandung dalam mensosialisasikan pentingnya olahraga masyarakat berdasarkan Model RACE John Marston (1963), yang meliputi *Research*, *Action*, *Communication*, dan *Evaluation*. Penelitian menggunakan paradigma konstruktivis dengan pendekatan deskriptif kualitatif melalui wawancara mendalam, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi komunikasi humas terbentuk melalui empat elemen utama. (1) *Research*, dilakukan dengan mengidentifikasi masalah rendahnya aktivitas olahraga masyarakat pasca pandemi dan riset sasaran publik. (2) *Action*, diwujudkan melalui program berbasis filosofi “Memasyarakatkan Olahraga dan Mengolahragakan Masyarakat”, pembentukan Duta Olahraga Masyarakat Desa dan pembangunan kemitraan dengan berbagai pihak eksternal. (3) *Communication*, dilakukan melalui media digital, jaringan struktural, event olahraga, dan penggunaan tagline. (4) *Evaluation*, dilakukan melalui analisis media sosial, tingkat partisipasi kegiatan, perubahan perilaku masyarakat, dan pengakuan dari pemerintah daerah.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi komunikasi humas KORMI Kabupaten Bandung berjalan efektif yang diimplementasikan melalui empat elemen utama, yaitu *research*, *action*, *communication*, dan *evaluation*. Keberhasilan strategi tersebut dibuktikan dengan meningkatnya partisipasi masyarakat dalam olahraga, perubahan perilaku hidup sehat secara organik, penghargaan sebagai Organisasi Mitra Terbaik dari Pemerintah Kabupaten Bandung, serta program Duta Olahraga Masyarakat Desa yang menjadi percontohan di tingkat Provinsi Jawa Barat.

Kata kunci: Strategi Komunikasi Humas, KORMI, Olahraga Masyarakat, Model RACE, Sosialisasi

ABSTRACT

Herlinda : *Public Relations Communication Strategy of the Indonesian Community Sports Committee (KORMI) Bandung Regency in Socializing the Importance of Community Sports*

Public relations communication strategy plays an important role in building public awareness of the importance of sports. KORMI Bandung Regency successfully engaged 4,263 active practitioners, 7,500 sports enthusiasts, and reached 17,600 Instagram followers, reinforced through a decentralized socialization model involving Sports Ambassadors across 280 villages. This phenomenon is noteworthy because, despite the absence of a dedicated public relations unit, KORMI Bandung Regency remains capable of carrying out strategic communication functions effectively and systematically.

This research aims to examine how the public relations communication strategy of KORMI Bandung Regency socializes the importance of community sports through the four stages of the RACE Model by John Marston (1963): Research, Action, Communication, and Evaluation. This study employs a constructivist paradigm with a qualitative descriptive approach. Data were collected through in-depth interviews, observation, and documentation.

The findings indicate that the public relations communication strategy is formed through four main elements: (1) Research, conducted by identifying the problem of low public sports activity following the pandemic and analyzing the target public; (2) Action, realized through programs grounded in the philosophy of "Promoting Sports for Society and Societalizing Sports," the establishment of Village Community Sports Ambassadors, and external partnerships; (3) Communication, carried out through digital media, structural networks, sports events, and consistent use of taglines; and (4) Evaluation, conducted through social media analysis, activity participation rates, community behavioral changes, and recognition from local government.

Based on the research findings, it can be concluded that the public relations communication strategy of KORMI Bandung Regency operates effectively through four main elements: research, action, communication, and evaluation, as evidenced by increased community participation in sports, organic healthy lifestyle behavioral changes, recognition as the Best Partner Organization from the Bandung Regency Government, and the Village Community Sports Ambassador program serving as a provincial model in West Java.

Keywords: *Public Relations Communication Strategy, KORMI, Community Sports, RACE Model, Socialization*