

ABSTRAK

Nazwa Nafisa Awal: Pengelolaan *Community Relations* antara Kamar Tujuh Koffie dengan Komunitas Lari

Meningkatnya tren gaya hidup sehat dan aktivitas olahraga lari mendorong berkembangnya komunitas lari di masyarakat. Kondisi ini membuka peluang bagi pelaku usaha untuk membangun hubungan yang lebih dekat dengan komunitas melalui kegiatan *Community Relations*. Kamar Tujuh Koffie sebagai *coffee shop* yang menjadi tempat berkumpul komunitas lari berupaya membangun hubungan yang berkelanjutan melalui berbagai bentuk dukungan dan keterlibatan terhadap aktivitas komunitas.

Penelitian ini bertujuan untuk mendeskripsikan pengelolaan *Community Relations* yang dilakukan Kamar Tujuh Koffie dengan komunitas lari berdasarkan tahapan *Community Engagement* yang dikemukakan Walker (2014), meliputi persiapan, pengumpulan fakta, perencanaan, dan evaluasi program.

Penelitian ini menggunakan paradigma konstruktivisme dengan studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, dan observasi.

Hasil penelitian menunjukkan bahwa Kamar Tujuh Koffie telah melaksanakan pengelolaan *Community Relations* melalui empat tahapan *Community Engagement*. Tahap persiapan dilakukan melalui identifikasi kebutuhan komunitas, penyusunan langkah strategis, dan dialog dengan komunitas lari. Tahap pengumpulan fakta dilakukan melalui komunikasi interpersonal dan pertukaran pandangan untuk memahami karakteristik serta kebutuhan komunitas. Tahap perencanaan dilakukan melalui penentuan tujuan, kebutuhan, program, dan pembagian peran. Tahap evaluasi dilakukan melalui pengukuran hasil, penerimaan *feedback*, identifikasi kekurangan, serta tindak lanjut terhadap berbagai masukan yang diperoleh. Pengelolaan *Community Relations* yang dilakukan menunjukkan bahwa hubungan antara Kamar Tujuh Koffie dan komunitas lari berkembang secara berkelanjutan melalui komunikasi, pemahaman kebutuhan komunitas, serta dukungan yang disesuaikan dengan kapasitas organisasi.

Kata Kunci: *Community Relations*, *Community Engagement*, Komunitas Lari, Kamar Tujuh Koffie, *Coffee Shop*.

ABSTRACT

Nazwa Nafisa Awal: *Community Relations Management between Kamar Tujuh Koffie and the Running Community*

The growing trend of healthy lifestyles and running activities has encouraged the development of running communities in society. This condition creates opportunities for businesses to build closer relationships with communities through Community Relations activities. Kamar Tujuh Koffie, as a coffee shop that serves as a gathering place for running communities, seeks to establish sustainable relationships through various forms of support and involvement in community activities.

This study aims to describe the Community Relations management implemented by Kamar Tujuh Koffie with the running community based on the Community Engagement stages proposed by Walker (2014), which include preparation, fact finding, and planning..

This study uses a constructivist paradigm with a case study. Data is collected through in-depth interviews, observation, and documentation.

The findings indicate that Kamar Tujuh Koffie has implemented Community Relations management through four stages of Community Engagement. The preparation stage was carried out through identifying community needs, developing strategic steps, and conducting dialogue with the running community. The fact-finding stage was conducted through interpersonal communication and the exchange of views to understand the characteristics and needs of the community. The planning stage involved determining objectives, needs, programs, and role distribution. The evaluation stage included measuring results, receiving feedback, identifying shortcomings, and following up on suggestions received. The study shows that the relationship between Kamar Tujuh Koffie and the running community has developed sustainably through continuous communication, understanding community needs, and providing support that aligns with the organization's capacity.

Keywords: *Community Relations, Community Engagement, Running Community, Kamar Tujuh Koffie, Coffee Shop.*