

ABSTRAK

Resti Andriani : Strategi Komunikasi Humas Dinas Lingkungan Hidup (DLH) Kabupaten Cianjur dalam Sosialisasi Program kepada Masyarakat (Studi Deskriptif Kualitatif Pada Program DIPILAMPAH)

Strategi komunikasi humas memiliki peran penting dalam membangun pemahaman, partisipasi, dan perubahan perilaku masyarakat terhadap program publik. Dinas Lingkungan Hidup Kabupaten Cianjur melaksanakan Program DIPILAMPAH (*Dipilah, Dipilih, Kelola Sampah dari Rumah*) sebagai upaya untuk meningkatkan kesadaran dan keterlibatan masyarakat dalam pengelolaan sampah melalui pendekatan edukatif serta persuasif.

Penelitian ini bertujuan mengetahui strategi komunikasi DLH Kabupaten Cianjur dalam membangun perhatian, minat, keinginan, keputusan, serta tindakan masyarakat berdasarkan model AIDDA (Attention, Interest, Desire, Decision, Action). dalam mendukung serta menerapkan pengelolaan sampah dari rumah.

Penelitian ini menggunakan model AIDDA yang terdiri atas lima tahapan, yaitu *Attention, Interest, Desire, Decision, dan Action*. Model tersebut digunakan untuk menganalisis proses komunikasi Dinas Lingkungan Hidup Kabupaten Cianjur dalam menyampaikan pesan program kepada masyarakat. Melalui model AIDDA.

Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Data yang diperoleh kemudian dianalisis menggunakan teknik analisis data Creswell.

Hasil penelitian menunjukkan pada tahap *attention*, DLH menyampaikan pesan informatif dan penggunaan media visual seperti banner, poster dan alat peraga pada saat sosialisasi secara langsung. Pada tahap *interest*, DLH menyampaikan manfaat Program DIPILAMPAH. Pada tahap *desire*, DLH menerapkan penyampaian pesan secara persuasif. Pada tahap *decision*, DLH menerapkan *reward* dan *punishment* serta menekankan bahwa pengelolaan sampah dapat dilakukan secara mudah dengan memanfaatkan fasilitas di lingkungan masyarakat. Pada tahap *action*, DLH melakukan demonstrasi pengelolaan sampah secara langsung agar masyarakat terdorong menerapkan Program DIPILAMPAH secara mandiri.

Kata kunci: strategi komunikasi humas, AIDDA, sosialisasi program, pengelolaan sampah, DIPILAMPAH.

ABSTRACT

Resti Andriani: *Public Relations Communication Strategy of the Cianjur Regency Environmental Agency (DLH) in Program Socialization to the Public (A Qualitative Descriptive Study of the DIPILAMPAH Program)*

Public relations communication strategies play an important role in developing public understanding, participation, and behavioral change toward public programs. The Environmental Agency of Cianjur Regency implemented the DIPILAMPAH Program (Dipilah, Dipilih, Kelola Sampah dari Rumah / Sorting and Managing Household Waste from Home) to increase public awareness and participation in waste management through educational and persuasive approaches.

This study aims to examine the communication strategy of the Environmental Agency of Cianjur Regency in developing public attention, interest, desire, decision, and action based on the AIDDA model (Attention, Interest, Desire, Decision, Action) in supporting and implementing household waste management.

This study employed the AIDDA model, which consists of five stages: Attention, Interest, Desire, Decision, and Action. The model was used to analyze the communication process carried out by the Environmental Agency of Cianjur Regency in delivering program messages to the public.

This study used a qualitative descriptive method. Data were collected through observation, in-depth interviews, and documentation. The collected data were analyzed using Creswell's data analysis technique.

The findings show that, at the attention stage, the Environmental Agency delivered informative messages and used visual media, such as banners, posters, and demonstration tools, during direct socialization activities. At the interest stage, the agency communicated the benefits of the DIPILAMPAH Program. At the desire stage, the agency applied persuasive message delivery. At the decision stage, the agency implemented rewards and punishments and emphasized that waste management could be carried out easily by utilizing facilities available in the community. At the action stage, the agency conducted direct waste-management demonstrations to encourage the public to implement the DIPILAMPAH Program independently.

Keywords: public relations communication strategy, AIDDA, program socialization, waste management, DIPILAMPAH.