

ABSTRAK

Muhammad Taufan Erlangga : Penerapan *Public Relations* Profetik Syaamil Group (Studi Deskriptif Pada Program Wisata Quran Syaamil Group Kota Bandung)

Public relations profetik yang berlandaskan nilai-nilai kenabian seperti kejujuran, tanggung jawab dan kepedulian merupakan pendekatan komunikasi yang diterapkan oleh Syaamil Group melalui Program Wisata Quran sebagai wujud nyata dari visinya dalam membumikan Al-Qur'an kepada masyarakat. Maka dari itu, *Corporate Communications* Syaamil Group menerapkan *public relations* profetik melalui program Wisata Quran sebagai upaya membangun hubungan dengan publik yang berlandaskan nilai-nilai kenabian.

Penelitian ini bertujuan untuk memahami penerapan *public relations* profetik yang dilakukan oleh *Corporate Communications* Syaamil Group melalui program Wisata Quran. Landasan penelitian ini menggunakan konsep Ilmu Sosial Profetik (ISP) yang dikemukakan oleh Kuntowijoyo meliputi dimensi humanisasi, liberasi, dan transendensi yang dipadukan dengan sifat kenabian *shidiq*, *amanah*, *tabligh* dan *fathanah*.

Paradigma penelitian yang digunakan adalah konstruktivisme dengan pendekatan kualitatif deskriptif yang bertujuan menggambarkan penerapan *public relations* profetik oleh *Corporate Communications* Syaamil Group melalui program Wisata Quran. Pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipasi aktif, dan dokumentasi terhadap empat informan dari *Corporate Communications* Syaamil Group.

Hasil penelitian menunjukkan bahwa *Corporate Communications* Syaamil Group menerapkan *public relations* profetik melalui tiga dimensi. Pertama, humanisasi diwujudkan melalui pelayanan inklusif kepada seluruh segmentasi pengunjung, cara dalam mempersiapkan materi Wisata Quran, pendekatan terhadap pengunjung pada latar belakang organisasi masyarakat yang beragam, menyampaikan informasi yang belum dapat di respon dengan keterbukaan dan kejujuran. Kedua, liberasi dilakukan melalui penyesuaian penyampaian materi, keterlibatan aktif pengunjung, dan penyelenggaraan program secara gratis. Ketiga, transendensi diwujudkan melalui penyampaian nilai-nilai spiritual Al-Qur'an dan adab pada mushaf secara universal kepada seluruh pengunjung.

Kesimpulan dari penelitian ini adalah *Corporate Communications* Syaamil Group menjalankan kegiatan *public relations* profetik melalui program Wisata Quran dengan menempatkan nilai humanisasi, liberasi, dan transendensi sebagai landasan komunikasi yang berlandaskan sifat-sifat kenabian dalam setiap aktivitas pelayanan kepada publik.

Kata Kunci: *Public Relations* Profetik, Kenabian, *Corporate Communications*, Wisata Quran, Syaamil Group

ABSTRACT

Muhammad Taufan Erlangga : *The Implementation of Prophetic Public Relations by Syaamil Group (A Descriptive Study of the Syaamil Group's Quran Tourism Program in Bandung)*

Prophetic public relations, grounded in prophetic values such as honesty, responsibility and compassion, is a communication approach implemented by Syaamil Group through the Quran Tour Program as a tangible manifestation of its vision to bring the Quran closer to the community. Therefore, Syaamil Group's corporate communications department implements prophetic public relations through the Quranic Tourism Program as an effort to build relationships with the public based on prophetic values.

This study aims to understand the application of prophetic public relations by Syaamil Group's corporate communications through the Quran Tourism program. The study is grounded in the concept of Prophetic Social Science (ISP) proposed by Kuntowijoyo, which encompasses the dimensions of humanization, liberation, and transcendence, combined with the prophetic qualities of shidiq, amanah, tabligh and fathanah.

The research paradigm employed is constructivism, using a descriptive qualitative approach aimed at describing the implementation of prophetic public relations by the Syaamil Group's corporate communications department through the Quran Tourism program. Data collection was conducted through in-depth interviews, active participant observation, and documentation involving four informants from the Syaamil Group's corporate communications department.

The research findings indicate that Syaamil Group's corporate communications implements prophetic public relations through three dimensions. First, humanization is realized through inclusive service to all visitor segments, the preparation of Quranic Tourism materials, an approach to visitors from diverse community backgrounds, and the open and honest communication of information that has not yet received a response. Second, liberation is achieved through adapting the presentation of materials, actively engaging visitors, and offering programs free of charge. Third, transcendence is realized by conveying the spiritual values of the Quran and the etiquette of the Quran universally to all visitors.

The conclusion of this study is that Syaamil Group's corporate communications conducts prophetic public relations activities through the Quranic Tourism program by placing the values of humanization, liberation, and transcendence as the foundation of communication rooted in prophetic qualities in every public service activity.

Keywords: *Prophetic Public Relations, Prophetic, Corporate Communications, Quranic Tourism, Syaamil Group's*