

ABSTRAK

Umniyyah Ulya: Strategi *Community Relations* RRI Bandung Melalui Program Ngobras

Community relations merupakan strategi hubungan masyarakat yang dilakukan organisasi untuk membangun dan memelihara hubungan yang baik dengan komunitas melalui komunikasi dan keterlibatan yang memberikan manfaat bagi kedua pihak. RRI Bandung melalui program Ngobras menjadi salah satu bentuk pelaksanaan *community relations* dengan menyediakan ruang siaran bagi komunitas untuk memperkenalkan kegiatan, potensi, dan keberadaannya kepada masyarakat. Keterlibatan komunitas juga dapat mendukung RRI sebagai lembaga penyiaran publik dalam menjalankan perannya untuk dekat dengan masyarakat.

Penelitian ini bertujuan untuk mengetahui strategi *community relations* RRI Bandung melalui program Ngobras. Strategi tersebut dianalisis menggunakan model Manajemen Strategis Wheelen dan Hunger yang meliputi pemindaian lingkungan, perumusan strategi, implementasi strategi, serta peninjauan dan pengendalian strategi. Model tersebut digunakan untuk melihat bagaimana strategi *community relations* direncanakan, dilaksanakan, serta dikembangkan dalam hubungan RRI Bandung dengan komunitas melalui program Ngobras.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data penelitian diperoleh melalui wawancara dengan pihak yang terlibat dalam pengelolaan dan pelaksanaan program Ngobras, penelitian ini juga melakukan observasi terhadap kegiatan siaran dan aktivitas program, serta dokumentasi sebagai data pendukung. Analisis dilakukan dengan menghubungkan hasil temuan lapangan dengan konsep, teori, dan penelitian terdahulu yang berkaitan dengan strategi *community relations*.

Hasil penelitian menunjukkan bahwa strategi *community relations* RRI Bandung melalui program Ngobras dilakukan melalui pemindaian lingkungan, perumusan strategi, implementasi strategi, serta peninjauan dan pengendalian strategi. Strategi tersebut diwujudkan melalui identifikasi komunitas, penyesuaian program dengan misi RRI, perencanaan dan pelaksanaan siaran, pemanfaatan relasi serta media multiplatform, monitoring dan evaluasi program, serta pemeliharaan hubungan dengan komunitas. Temuan penelitian menunjukkan adanya hubungan saling menguntungkan (*mutual benefit*) antara RRI Bandung dan komunitas, dimana komunitas memperoleh ruang publikasi dan manfaat lainnya, sedangkan RRI memperoleh narasumber serta perluasan jangkauan informasi. Hubungan tersebut juga dipertahankan melalui komunikasi berkelanjutan, keberlanjutan kerja sama, dan kedekatan personal sehingga *community relations* dalam program Ngobras tidak hanya berorientasi pada pelaksanaan siaran, tetapi juga pada terbentuknya hubungan yang berkelanjutan dengan komunitas.

Kata Kunci: *Community Relations*, RRI Bandung, Ngobras, Manajemen Strategis

ABSTRACT

Umniyyah Ulya: Community Relations Strategy of RRI Bandung Through the Ngobras Program

Community relations is a public relations strategy implemented by an organization to build and maintain good relationships with communities through communication and engagement that provide benefits to both parties. RRI Bandung, through the Ngobras program, implements community relations by providing a broadcasting space for communities to introduce their activities, potential, and existence to the public. Community involvement also supports RRI as a public broadcasting institution in carrying out its role in maintaining close relationships with the community.

This study aims to identify the community relations strategy implemented by RRI Bandung through the Ngobras program. The strategy is analyzed using the Strategic Management model developed by Wheelen and Hunger, which consists of environmental scanning, strategy formulation, strategy implementation, and strategy review and control. This model is used to examine how the community relations strategy is planned, implemented, and developed in RRI Bandung's relationship with communities through the Ngobras program.

This study employs a qualitative approach with a descriptive method. Data were obtained through interviews with parties involved in the management and implementation of the Ngobras program. The study also involved observations of broadcasting activities and program implementation, as well as documentation as supporting data. The analysis was conducted by relating the findings from the field to relevant concepts, theories, and previous studies concerning community relations strategies.

The findings show that RRI Bandung's community relations strategy through the Ngobras program is implemented through environmental scanning, strategy formulation, strategy implementation, and strategy review and control. The strategy is realized through community identification, alignment of the program with RRI's mission, broadcast planning and implementation, utilization of social networks and multiplatform media, program monitoring and evaluation, and relationship maintenance with communities. The findings also reveal a mutual benefit relationship between RRI Bandung and the communities, in which communities receive publicity space and other benefits, while RRI gains access to sources and broader information reach. This relationship is maintained through continuous communication, sustainable cooperation, and personal connections, indicating that community relations in the Ngobras program is not merely oriented toward broadcasting activities but also toward establishing sustainable relationships with communities.

Keywords: *Community Relations, RRI Bandung, Ngobras, Strategic Management*