

ABSTRAK

Rosarivah. Kampanye *Public Relations* Kementerian Agama Tentang Sosialisasi Program Moderasi Beragama.

Praktisi humas Kementerian agama Kota Cirebon telah melaksanakan kampanye program moderasi beragama. kampanye ini dilaksanakan atas dasar instruksi langsung dari kementerian agama Republik Indonesia dengan tujuan untuk mewujudkan ketertiban dalam masyarakat beragama, melindungi hak-hak pemeluk agama dalam menjalankan kebebasan beragama, mewujudkan ketenteraman dan kedamaian dalam kehidupan keagamaan serta untuk mewujudkan kesejahteraan umat beragama. Moderasi Beragama merupakan suatu inovasi kementerian agama untuk mensosialisasikan konsep moderasi beragama sebagai sarana untuk mewujudkan kemaslahatan kehidupan beragama dan berbangsa yang rukun, harmonis, damai, toleran.

Penelitian ini bertujuan untuk menjelaskan proses kampanye *public relations* program moderasi beragama yang dijalankan oleh Kemenag Kota Cirebon, dengan menggunakan model kampanye Leon Ostergaard (Venus, 2019:14-18) yang terdiri atas tiga tahapan utama, yaitu (1) tahap identifikasi masalah, (2) tahap pengelolaan kampanye, dan (3) tahap evaluasi.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Peneliti dalam memperoleh data dan informasi menggunakan teknik wawancara mendalam (*indepth interview*), observasi partisipasi pasif, dan dokumentasi untuk menjawab pertanyaan penelitian dan mendeskripsikan tujuan penelitian.

Hasil penelitian menunjukkan bahwa Humas Kemenag Kota Cirebon telah menjalankan kampanye *public relations* program moderasi beragama sesuai dengan model kampanye Ostergaard yang terdiri atas (1) tahap identifikasi masalah, meliputi merealisasikan program prioritas Kementerian Agama dan Merespon persoalan isu keagamaan. (2) Tahap pengelolaan kampanye terdiri atas perencanaan dan pelaksanaan. Perencanaan kampanye yang dilakukan adalah menetapkan pesan kampanye, penentuan publik sasaran kampanye moderasi beragama Kota Cirebon dan penentuan media kampanye. Pelaksanaan kampanye dilakukan dengan kegiatan sosialisasi dan publikasi kegiatan kampanye *public relations* program moderasi beragama Kota Cirebon. (3) Tahap evaluasi meliputi kegiatan *controlling* yang meliputi pengontrolan kembali kegiatan kampanye yang telah dilakukan, dengan melihat tolak ukur keberhasilannya yaitu nol konflik, pesan yang disampaikan diterima semua kalangan dan pesan yang disampaikan menerima *feedback* positif dari publik.

Kata Kunci: Kampanye *Public Relations*, Moderasi Beragama, Keberagaman agama

ABSTRACT

Rosarivah. *Public Relations Campaign of the Ministry of Religious Affairs on Socialization of Religious Moderation Programs.*

Public relations practitioners of the Ministry of Religious Affairs of Cirebon City have carried out a religious moderation program campaign. This campaign is carried out based on direct instructions from the Ministry of Religious Affairs of the Republic of Indonesia with the aim of realizing order in religious communities, protecting the rights of religious believers in exercising religious freedom, creating peace and tranquility in religious life and to realize the welfare of religious people. Religious Moderation is an innovation of the Ministry of Religious Affairs to socialize the concept of religious moderation as a means to realize the benefits of religious life and a harmonious, harmonious, peaceful, tolerant nation.

This study aims to explain the process of the public relations campaign of the religious moderation program run by the Ministry of Religion of Cirebon City, using Leon Ostergaard's campaign model (Venus, 2019: 14-18) which consists of three main stages, namely (1) the problem identification stage, (2) the campaign management stage, and (3) the evaluation stage.

This research uses a descriptive method with a qualitative approach. Researchers in obtaining data and information use in-depth interview techniques, passive participation observation, and documentation to answer research questions and describe research objectives.

The results showed that the Public Relations of the Ministry of Religious Affairs of Cirebon City has carried out a public relations campaign for religious moderation programs in accordance with Ostergaard's campaign model consisting of (1) the stage of problem identification, including realizing priority programs of the Ministry of Religious Affairs and responding to religious issues. (2) The campaign management phase consists of planning and execution. The campaign planning carried out is to determine the campaign message, determine the public target of the religious moderation campaign in Cirebon City and determine the campaign media. The implementation of kapanye was carried out by socialization activities and publication of public relations campaign activities for the religious moderation program of Cirebon City. (3) The evaluation stage includes controlling activities which include controlling the campaign activities that have been carried out, by looking at the benchmark of success, namely zero conflict, the message conveyed is received by all circles and the message conveyed receives positive feedback from the public.

Keywords: *Public Relations Campaign, Religious Moderation, Religious Deversity*