

ABSTRACT

This research was conducted to discover how was the strategy of Rumah Cemara's campaign in a social campaign titled Indonesia Without Stigma was carried out through the Sport Development Program. This research was also aimed at describing the campaign strategy carried out by Rumah Cemara starting from the aspects of planning, implementation, to evaluation. The method used in this study is qualitative with a constructivist paradigm. Based on observations and the results of interviews with a number of informants, researchers found that Rumah Cemara conducted campaign planning by analyzing the problems that occurred in the community, setting campaign goals, identifying the campaign targets, determining messages through the election of a large theme of the campaign, developing strategies and tactics, and allocate the time and resources of the campaign owned. In addition, Rumah Cemara also implemented a campaign through recruiting and training volunteers as campaign personnel, carrying out the construction of messages through the presentation of issues and audiovisual media, as well as selecting messages and campaign channels used. From this study, researchers also found the results that Rumah Cemara conducted two types of evaluations, namely formative evaluation and effect evaluation aimed at developing and improving campaign activities carried out through the Sport Development Program.

Keywords: social campaign, social community, Rumah Cemara, campaign strategy