

ABSTRACT

The function of communication extends beyond mere introduction and human interaction, it encompasses a broader impact within the context of social activities. One example of this is the role of communication in fostering social awareness, where communication serves as a bridge between communicators and the target recipients of messages. An illustration of an organization with the goal of promoting social consciousness within the community is Pemuda Peduli Kukusan, located in Depok, West Java. This organization emerged from the compassion of Kukusan's youth to assist those facing difficulties during the Covid-19 pandemic. Among their initiatives is the distribution of free meals to individuals undergoing self-isolation. This study aims to delve deeper into the communication strategies employed by Pemuda Peduli Kukusan, utilizing Hafied Cangara's communication strategy theory. This encompasses aspects such as communicator identification, target audience determination, message composition, media selection, and evaluation. The methodology employed in this research is qualitative-descriptive, grounded in the constructivist paradigm. Data collection involves interview techniques, observations, and documentation. Following an in-depth investigation, the study's findings indicate that communicator selection lacks specific specifications, as all members can assume the role of communicators. Moreover, Pemuda Peduli Kukusan aims to encompass all segments of society as the target audience. As for message formulation, Pemuda Peduli Kukusan crafts messages with both persuasive and informative objectives. Social media serves as the chosen medium for dissemination. Additionally, challenges encountered during the execution of the free meal distribution program are mitigated through donation drives to sustain the program's continuity.

Keywords: *Organizational, Pemuda Peduli Kukusan, Social Concern, Society, Communication Strategy.*