

ABSTRAK

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Pandemi COVID-19 masih belum berakhir. Hal ini membawa perubahan dalam berbagai aspek kehidupan. Organisasi non-profit Yayasan Aids Indonesia salah satu organisasi yang berusaha menyesuaikan diri dengan pandemi yang terjadi. Kegiatan edukasi pencegahan penularan HIV dan AIDS yang sebelumnya dilakukan sebelum pandemi harus mengalami perubahan strategi komunikasi karena pandemi. Hal tersebut dapat dilihat dari kegiatan sosialisasi dalam edukasi pencegahan penularan HIV dan AIDS yang dilakukan Yayasan Aids Indonesia ke SMK Negeri 1 Batang mengalami perubahan strategi komunikasi. Penelitian ini mengkaji tahapan strategi komunikasi yang dilakukan Yayasan Aids Indonesia pada kegiatan sosialisasi pencegahan penularan HIV dan AIDS. Dari mulai tahap persiapan dengan melakukan analisis dan riset, kemudian tahap perumusan kebijakan, perencanaan program pelaksanaan, kegiatan komunikasi hingga tahap umpan balik dan evaluasi. Tujuan penelitian adalah untuk mengetahui strategi komunikasi dan hambatan Yayasan Aids Indonesia dalam sosialisasi edukasi pencegahan penularan HIV dan AIDS. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan studi kasus dengan melakukan wawancara kepada staff *Coordinator Campaign* dan Fasilitator Yayasan Aids Indonesia serta satu siswa dari SMK Negeri 1 Batang. Hasil penelitian ditemukan bahwa Yayasan Aids Indonesia melakukan strategi komunikasi dalam pelaksanaan kegiatan sosialisasi edukasi pencegahan penularan HIV dan AIDS pada remaja. Dimulai dari tahap persiapan dengan melakukan analisis dan riset, membuat kebijakan, perencanaan program pelaksanaan, dan saat kegiatan komunikasi. Sedangkan dalam proses pasca kegiatan terdapat umpan balik yang disampaikan pihak SMK Negeri 1 Batang dan adanya kegiatan evaluasi.

Kata Kunci: Strategi Komunikasi, Yayasan Aids Indonesia, Sosialisasi Edukasi, SMK Negeri 1 Batang, Pencegahan HIV dan AIDS

ABSTRACT

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The COVID-19 pandemic is not over yet. This brings changes in various aspects of life. The non-profit organization Aids Indonesia Foundation is one of the organizations trying to adapt to the current pandemic. Educational activities to prevent HIV and AIDS transmission that were previously carried out before the pandemic had to undergo a change in communication strategy due to the pandemic. This can be seen from the socialization activities in education on the prevention of HIV and AIDS transmission conducted by the Aids Indonesia Foundation to SMK Negeri 1 Batang experiencing a change in communication strategy. This study examines the stages of the communication strategy carried out by the Aids Indonesia Foundation in the socialization of the prevention of HIV and AIDS transmission. Starting from the preparation stage by conducting analysis and research, then the policy formulation stage, implementation program planning, communication activities to the feedback and evaluation stage. The purpose of the study was to determine the communication strategies and barriers of the Indonesian Aids Foundation in the dissemination of education on the prevention of HIV and AIDS transmission. The research method used is a qualitative approach with a case study by conducting interviews with the staff of the Campaign Coordinator and Facilitator of the Indonesian Aids Foundation and one student from SMK Negeri 1 Batang. The results of the study found that the Indonesian Aids Foundation carried out a communication strategy in the implementation of educational outreach activities to prevent HIV and AIDS transmission in adolescents. Starting from the preparation stage by conducting analysis and research, making policies, planning implementation programs, and during communication activities. Meanwhile, in the post-activity process, there was feedback from SMK Negeri 1 Batang and evaluation activities.

Keywords: Communication Strategy, Indonesian Aids Foundation Educational Socialization, SMK Negeri 1 Batang, HIV and AIDS Prevention.