

## ABSTRAK

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Program Studi : Hubungan Masyarakat

Judul : Peranan Humas Yayasan Ayo Mengajar Indonesia Dalam Menjalin Hubungan Dengan Para Relawan

Sebagai suatu organisasi yang bergerak dibidang pelayanan masyarakat Yayasan Ayo Mengajar Indonesia tentunya memiliki fungsi humas yang berperan untuk menjalin dan menjaga hubungan baik dengan stakeholdernya. Penelitian ini dilatarbelakangi oleh masalah-masalah yang terjadi di tempat penempatan para relawan, menggunakan metode penelitian kualitatif deskriptif dengan analisis peran humas model Dozer & Broom. Hasil penelitian ini mengungkapkan bahwa Humas Ayo Mengajar Indonesia sudah melakukan perannya sebagai Penasehat Ahli (*Expert prescriber*), Fasilitator Komunikasi (*Communication fasilitator*), Fasilitator proses pemecahan masalah (*Problem solving process fasilitator*), Teknisi Komunikasi (*Communications technician*), dari ke empat peran humas tersebut Humas Ayo Mengajar Indonesia melakukan perannya lebih dominan sebagai Penasehat Ahli (*Expert prescriber*).

**Kata Kunci :** Peran Humas, Relawan, pendidik muda, Penasehat Ahli.

## **ABSTRACT**

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*Field of Study : Hubungan Masyarakat*

*Title : The Role of Public Relations of the Ayo Mengajar Indonesia Foundation in Building Relationships with Volunteers*

*As an organization engaged in community service, Ayo Mengajar Indonesia certainly has a public relations function whose role is to establish and maintain good relations with its stakeholders. This research is motivated by the problems that occur in the placement of volunteers, using descriptive qualitative research methods with analysis of the role of public relations in the Dozer & Broom model. The results of this study reveal that Ayo Mengajar Indonesia's Public Relations has carried out its role as an Expert Advisor (Expert prescriber), Communication facilitator (Communication facilitator), Problem solving process facilitator (Problem solving process facilitator), Communication technician (Communications technician), of the four public relations roles, Ayo Mengajar Indonesia's Public Relations performs its role more dominantly as an Expert prescriber.*

***Keywords:*** *Public Relation role, Volunteer, Youth Educator, Expert prescriber*