

Perencanaan program kampanye anti tawuran oleh Departemen Pendidikan dan Kebudayaan Republik Indonesia 'FAV! (Fight Against Violence)'= Anti violence campaign planning program by the Department Of Education And Culture Of The Republic of Indonesia 'FAV! (Fight Against Violence)'

Vanessa Nabilla Silvada Setiadi, author

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Abstrak

Proposal ini berjudul Perencanaan Program Kampanye Anti Tawuran oleh Departemen Pendidikan dan Kebudayaan Republik Indonesia 'FAV! (Fight Against Violence)', dimana terciptanya proposal ini terinspirasi dari banyaknya kejadian atau kasus tawuran di kalangan remaja, khususnya para pelajar SMA, dan parahnya kejadian tawuran tersebut sempat merenggut korban jiwa, seperti yang terjadi antara SMAN 70 dan SMAN 6 Jakarta.

Banyaknya kejadian tawuran di Jakarta ini, menginspirasi penulis untuk membuat suatu kampanye anti tawuran yang tentunya bertujuan untuk mengurangi kasus tawuran yang terjadi, khususnya di daerah Jakarta. Kampanye yang akan dilaksanakan dibawah Departemen Pendidikan dan Kebudayaan ini bernama Fight Against Violence (FAV!), berdasarkan tema yang diambil yaitu Tingkatkan Kerukunan, Kurangi Kekerasan. Dari tema tersebut, penulis merencanakan untuk membuat beberapa program atau kegiatan yang masih dalam lingkaran kampanye anti tawuran, dimana perencanaan program ini dibuat berdasarkan strategi kehumasan yakni model kampanye Ostegaard yang mengandung tiga tahapan dalam kampanye. Pertama, mengidentifikasi masalah faktual yang dirasakan. Kedua, adalah pengelolaan kampanye yang dimulai dari perancangan, pelaksanaan hingga evaluasi. Ketiga, adalah tahap evaluasi pada penanggulangan masalah (reduced problem).

Berdasarkan strategi yang telah dipikir secara matang, terbentuklah rangkaian program FAV! ini, dimana kegiatan tersebut akan diawali dengan mass media campaign yaitu melakukan kampanye pada media cetak, elektronik, serta online. Kemudian dilanjutkan dengan Jakarta High School Competition yaitu ajang perlombaan antara siswa SMA se-Jakarta, yakni perlombaan futsal, film pendek, band, dan fotografi. Setelah itu, akan dilaksanakan kegiatan seremonial Peresmian Monumen & Ikrar Pemuda Menolak Kekerasan, dan sebagai penutupan adalah FAV Night! yang merupakan acara malam penganugerahan atau pengumuman juara dari berbagai lomba yang diadakan Jakarta High School Competition (JHSC).

Pelaksanaan kampanye FAV! ini tentunya bertujuan untuk mengurangi tingkat kekerasan khususnya tawuran yang belakangan ini sering terjadi di kalangan remaja, serta pelaksanaan kegiatan kampanye ini dilaksanakan guna mencapai visi kampanye yaitu memberikan dampak langsung dan tidak langsung dalam penurunan tindak kekerasan di kalangan siswa siswi SMA dan memberikan pengetahuan dan pendidikan yang bermoral serta berkualitas untuk siswa siswi SMA, serta misi kampanye yaitu meningkatkan awareness siswa SMA tentang dampak buruk kekerasan, memberikan wadah bagi siswa SMA untuk menyalurkan minat dan bakat yang mereka miliki, dan mencoba memutus tradisi antar siswa-siswi yang menjadi salah satu penyebab utama.

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The title of this proposal is Anti Violence Campaign Planning Program by the Department of Education and

Culture of the Republic of Indonesia ?FAV! (Fight Against Violence)? , where the creation of this proposal inspired from many incidents or a brawl case among teenagers, especially the high school student, and unfortunately some of the brawl cases causing someone dies, as happened between SMAN 70 and SMAN 6 Jakarta.

The number of incidents of violence in Jakarta inspires writers to make a campaign anti violence which is certainly have a purpose to reduce the brawl case, especially in the Jakarta area. The campaign that will be implemented under the Department of Education and Culture, called Fight Against Violence (FAV!), based on a theme that is taken namely Increasing Togetherness, Reducing Violence. From that, the writers are plotting to make several programs or activities which are still in the area of campaign anti violence where planning program is made based on the public relation campaign model namely Ostegaard Campaign Model, which is containing three stages. First, identify a factual matter which is perceived. Second, is the management of the campaign started from design, the implementation, and the evaluation. Third, is the evaluation stage in treatment of a problem (reduced the problem).

Based on the strategy that has been well thought, the whole programs of FAV! event has formed, where those activities will begin with mass media campaign that is conducting a campaign in print, electronic media, as well as online. Then proceed with the Jakarta High School Competition, a several competitions between high school students in Jakarta. The competitions are futsal, band, short movie, and photography. After that, there's a ceremonial activities called Peresmian Monumen dan Ikrar Pemuda Menolak Kekerasan, and for the last but not least is FAV! Night, the night for announcing all the winners of whole competitions in Jakarta High School Competition (JHSC).

The implementation of FAV! campaign is certainly aim to reduce the level of violence, especially the brawl which lately often occurs among teenagers, as well as the implementation of the activities of this campaign was carried out in order to achieve the vision of a campaign, which are to gives a direct and indirect impact of the decreasing in violence among high school students and provides a good quality knowledge and moral education for high school students, and also to reach the mission of the campaign which are to increase awareness about the bad impact violence, provide a channel for high school students to show their talent or hobbies, and try to break the tradition among students who became one of the main causes of a brawl.