

ABSTRACT

Anakiowa Padmandaru, 14321194. Creative Process in Planning for SabangMerauke's Social Campaign and Caring for Jogja. Bachelor Thesis. Communication Studies Program, Faculty of Psychology and Socio-Cultural Sciences, Indonesian Islamic University.

Social campaigns are one means to disseminate or convey important messages to the public. Usually messages relate to social issues as practiced by SabangMerauke and MerawatJogja. SabangMerauke implements a national student exchange program every year with a focus on the importance of tolerance, education and about Indonesia. While MerawatJogja is an alternative digital media that utilizes digital social movements on social media, especially Instagram, YouTube and Facebook. MerawatJogja focuses on social issues that occur in the city of Yogyakarta.

This study used a qualitative method with a constructivism paradigm. This research also focused on the planning of the SabangMerauke and MerawatJogja social campaigns in 2018. The research sites were in Jakarta City and Yogyakarta City. Meanwhile, and the research objective was to find out how the creative process in planning SabangMerauke and MerawatJogja social campaigns.

The research found that the SabangMerauke and MerawatJogja programs divided the creative process into four stages. Preparation stage was the initial stage for problem analysis, setting goals, composing messages that fit the target audience. Incubation Stage was the stage of determining Resources and Sources of Funds and collecting brainstorming results. Illumination stage was the stage of determining strategy, tactics and time scale. The final stage was Verification in the form of evaluation and review in order to determine new ideas and next steps.

Keywords: Creative Process, Social Campaign Planning, SabangMerauke, MerawatJogja.