

## **ABSTRACT**

### **IMPLEMENTATION OF SPECIAL EVENTS IN THE CAMPAIGN TO IMPROVE FAMILY KNOWLEDGE (#SajianJadiKenangan Campaign Planning by Warung Bumi Sadayana)**

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The #SajianJadiKenangan campaign is an educational effort designed to build public awareness and understanding of the importance of eating together for family harmony. Ineffective communication within the family often leads to family disharmony. This campaign uses a persuasive communication framework and offline campaign activity strategy through special events to convey directly and provide direct experience with the community. The special event "One Table, a Million Stories" is the main tactic in this campaign which consists of a series of events, namely the ribbon cutting process, sharing sessions, mini games, family vision boards, eating together, and challenges and prize draws. Through face-to-face activities involving speakers to educate and invite visitor participation, the campaign is expected to provide direct experience and increase awareness of the importance of the values of togetherness in eating together to optimize family communication and family harmony. The results of the study showed that the #SajianJadiKenangan Campaign with Warung Bumi Sadayana succeeded in increasing familys' knowledge about the importance of eating together through the special event "One Table, a Million Stories" and public relations media, with an increase of 88.17% based on the results of the pre-test and post-test. Optimizing social media also succeeded in increasing the Instagram engagement rate to 4.22%, exceeding the target of 3% in one month. All campaign strategies were declared successful in achieving the set goals.

**Keyword:** special event, persuasive campaign, eating together, increasing knowledge

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