

ABSTRACT

OFFLINE CAMPAIGN ACTIVITIES AS AN EDUCATIONAL TOOL TO RAISE PUBLIC UNDERSTANDING (#IngatNomorDarurat Campaign by the South Tangerang Fire and Rescue Service)

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The #IngatNomorDarurat campaign is an educational initiative aimed at raising public understanding about the importance of knowing and using emergency numbers 112 and 0811-9000-074 appropriately, especially during fire incidents and rescue situations. Low public understanding of these services has the potential to cause reporting delays and slow emergency response times. This campaign applied a persuasive communication approach through an offline campaign, consisting of two main activities: Anak Hebat Tanggap Bencana, which provided interactive education and simulations for early childhood audiences, and Misi Siaga Warga, focusing on socialization and distributing emergency stickers and flyers door-to-door to the community. In addition, a media relations strategy was implemented to broaden the campaign's reach through press release distribution to various media outlets. The campaign results showed that face-to-face communication was effective in increasing public understanding, children were able to remember the emergency number better through visual media such as keychains, and there was a positive response from residents regarding the distribution of stickers and flyers to 165 households. From a media coverage perspective, the campaign successfully secured 19 online media publications at no cost, demonstrating the effectiveness of the communication strategy implemented.

Keywords: Offline Campaign, Persuasive Communication, Emergency Number, Fire Department, Raise Understanding

Libraries : 37

Publication Years : 2015 – 2025