

ABSTRACT

The Use of Social Media as an Educational Tool to Increase Engagement on @DamkarTangselOfficial (The #IngatNomorDarur Campaign of the South Tangerang Fire and Rescue Service)

Bintang Putri Ramadhani ¹⁾, Reni Dyanasari S.I.Kom.,M.Si. ²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Departement, Universitas Pembangunan Jaya

The #IngatNomorDarurat campaign is an initiative by the Fire and Rescue Department of South Tangerang City, aimed at educating the public about the importance of knowing and using emergency numbers—112 (national) and 0811-9000-74 (local). This campaign utilizes social media platforms such as Instagram, TikTok, and YouTube as digital communication channels, designed with a persuasive approach through three types of content rubrics: informative, educational, and entertaining. The content is strategically crafted by combining relevant visuals, communicative narratives, and a delivery style that is light yet informative. As a result, the campaign successfully met its social media objectives, achieving an Engagement Rate of 5.78% on Instagram, 6.1% on TikTok, and 3.61% on YouTube. This campaign demonstrates that social media is not only effective as an information channel, but also serves as a powerful tool for public education—fostering collective awareness of emergency preparedness. Through well-structured content and a persuasive communication strategy, the campaign succeeded in building a positive relationship between the public institution and the community.

Keywords : Fire Fighter, Campaign, Social Media, Public Relations

Rederences : 20

Publication Years : 2015 – 2025