

ABSTRACT

Campaign Management #CelebratingEquality in Increasing Support for Female Ex-Prisoners (Qualitative Descriptive Analysis of Equality Issues in Mamuju by Garis Hitam Project)

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The #CelebratingEquality campaign is a campaign held by the Garis Hitam Project social organization that raises the issue of equality of former female prisoners where there are still many female ex-prisoners who experience discrimination and are not accepted in the social environment after they get out of prison. The purpose of this study was to find out the management of #CelebratingEquality campaign in increasing support for former female prisoners on the issue of equality in Mamuju by the Garis Hitam Project. The method used in this study is qualitative descriptive by conducting in-depth interview data collection techniques and literature review. The results of this study show the stages that exist in the concept of campaign management in the form of social media campaigns, and donation actions, and empowerment which are explained as follows, (1) The planning phase, a situation analysis is carried out by looking at the majority of social media users and looking at existing data and situations related to problems experienced by female ex-prisoners. (2) Development phase, draft a message related to the equality of former female prisoners and determine the media to be used to convey the message. (3) The implementation phase, a strategy is carried out, namely packaging the s that are carried out so that they are simple and easy to follow and using tactics by holding and empowerment programs. (4) The monitoring phase, monitoring is carried out on the Campaign.com platform by looking at feedback from participating users and hashtag users on Instagram and monitoring volunteer programs. (5) In the evaluation phase, the Garis Hitam Project was considered quite successful in increasing community support for the issue of equality for former female prisoners through #CelebratingEquality campaign. Future research is expected to measure the effect of campaign messages using quantitative methods with a wider range of respondents.

Keywords: Campaign Management, Equality Issues, Former Female Prisoners

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