

Perencanaan program komunikasi pemasaran sosial Jakarta Animal Aid network 'Every dog has a story' periode Februari- Maret 2016 / Daniel Baskara Putra

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Abstrak

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JAAN, sebagai sebuah organisasi non-profit yang bergerak di kesejahteraan hewan, kewalahan dalam mengurus banyaknya anjing di penangkaran mereka. Perencanaan Strategi Komunikasi Pemasaran Sosial ini menggunakan aspek emosional dalam memperkenalkan konsep penangkaran anjing dan adopsi anjing terhadap target audiens. Data-data yang diperlukan diambil langsung dari kelompok target audiens, agar dapat membantu kampanye untuk memformulasikan format bentuk dan pesan secara lebih tepat. Ditemukan bahwa ternyata masyarakat banyak yang belum mawas tentang penangkaran anjing, dan belum mengetahui akibat buruk dari tindakan penyiksaan terhadap anjing. Untuk menyelesaikan permasalahan komunikasi tersebut, digunakan pendekatan emosional, dengan ide besar 'Every Dog Has a Story?'. Dilakukan personifikasi terhadap anjing-anjing sebagai fokus kampanye, guna mengenalkan konsep penangkaran anjing dan adopsi anjing terhadap target audiens, sembari menyadarkan mereka bahwa terdapat cerita multidimensional di tiap-tiap latar belakang anjing, agar mengarahkan mereka ke ide akan adopsi anjing dan menjauhkan mereka dari tindak penyiksaan terhadap anjing. Keseluruhan kampanye akan memerlukan biaya Rp 9.945.000 untuk dilaksanakan dalam periode Februari-Maret 2016. Pengawasan juga akan dilakukan guna memastikan kelangsungan dan kesehatan kampanye, serta terdapat evaluasi di akhir kampanye untuk melihat dampak dan efektifitas kampanye ini.

<i>ABSTRACT</i>

JAAN, as a non-governmental organization that strives in animal welfare, are having trouble in keeping all their shelter dogs in check. This proposal discusses the whole process of a social marketing plan that is specifically tailored for the NGO. It drives audience to the idea of dog adoption through the use of emotional appeal. Every planned executions are based on findings taken from the campaign's specific target audience group; which pinpoint the fact that majority of the audience are either haven't grasped the concept of dog shelter thoughtfully or just straight haven't heard about dog shelters before. This social marketing campaign offers a thoroughly thought strings of executions that utilize emotional appeal as the big idea to counter said rooting problems, using the theme 'Every Dog Has a Story?' which is to personify the dogs as the main focus of the campaign, to show the audience that each of them are also living beings with different, multidimensional stories, expecting the audience to fully grasp the concept of dog welfare, and to stray them away from the tendency of abusive behavior against dogs. This proposition also serves as a vessel to introduce the concept of dog adoption and dog shelters to the target audience. The whole campaign would run on a period of two months, from February to March 2016 with the specific budget of RRp 9.945.000. Monitoring on digital engagement and social media traffic would be done independently by the internal team to ensure the campaign's wellbeing. A mean of evaluation at the end of all planned executions would also be found, to see how well did the campaign go, and if it actually affect the audience in any possible ways.</i>