

ABSTRACT

PUBLIC RELATIONS STRATEGY IN REGIONAL DEVELOPMENT INSTITUTION OF ZAKAT (LAZDA) LAMPUNG PEDULI

By

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One field of communication science is public relations, this activity aims to give, build and maintain an image of other individuals or society in which individuals or institutions are located. This matter requires caution and prudence in a package the message that will be delivered in a public relations activities, in other words we need a special strategy in accordance with internal and external conditions at that time. Similarly, *Lampung Peduli* as one of *LAZDa* in Bandar Lampung, *Lampung Peduli* was established since 17 April 2001 to move independently under the auspices of the Foundation Endowments *Lampung Peduli* (YWLP).

Lampung Peduli conducting public relations activities, as a form of responsibility to promote programs and activities to be carried out to the community, helped develop the internal cohesion of the organization and helped maintain the existence of *Lampung Peduli* in the face of competition from other branches *LAZDa* and LAZ in Lampung. The strategy is made must be capable of represent the goals of the organization and effective and efficient in its execution, because these institutions are moving to the use of funds from zakat, infaq and alms of Lampung society. This is an interesting writer to examine how public relations

strategies in the development activities of Lampung Peduli. This study aimed to find out public relations strategy in the development activities of *Lampung Peduli*.

This type of research used descriptive research is a qualitative approach.

Determination of informants using purposive sampling, the informants who were selected for primary data are a two person who is executor of *Lampung Peduli* haily and five of the informants to find out public response to the public relations strategy *Lampung Peduli*. Data collection techniques used are in-depth interviews, library research, and direct observation.

The results of this study indicate that the steps taken *Lampung Peduli* in public relations strategy, namely initial coordination meeting, continued coordination, implementation of PR strategy, coordination of the end (evaluation). Public relations strategy by using the media and public relations in a personal approach by the Amil and volunteers. Concern for public relations strategy external relation of *Lampung Peduli*, that is; to prospective new donors anonymous and widespread public relations strategy that made the banners, billboards, *Sajada*, pins and a weekly column in the *Jakarta Post* and for the regular donors the *Dinar*, direct mail, open house , sms center that contains *tausiah* and cash flow statements and personal approach. Concern for public relations strategy internal public of *Lampung Peduli*, is common in Dufan recreation, training, fundraising, family ghatering, consolidation meeting Friday, the personal approach of amil and volunteers etc.

Keywords: public relations strategy, Institution of Zakat