

ABSTRAK

Tugas Akhir Penciptaan Karya ini berfokus pada perancangan dan pelaksanaan kampanye kehumasan berbasis event berjudul *"Dari Jeruji Besi Menjadi Inspirasi"*. Karya ini bertujuan untuk mengikis stigma negatif masyarakat terhadap mantan narapidana serta mendorong terciptanya pemahaman dan penerimaan sosial melalui pendekatan komunikasi yang humanis dan inklusif.

Penciptaan karya ini menggunakan metode penciptaan karya yang meliputi tahapan pra-event, event, dan pasca-event. Event dirancang dalam bentuk talkshow inspiratif, pertunjukan seni dan musik, serta pameran karya narapidana dan mantan narapidana. Kegiatan ini melibatkan berbagai pemangku kepentingan, seperti lembaga pemasyarakatan, komunitas, PAKEMAS serta masyarakat umum sebagai audiens utama.

Dalam proses penciptaan karya, pencipta berperan sebagai *Campaign Activator* yang bertanggung jawab dalam Mengundang seluruh audiens, mencari sponsor serta berinteraksi langsung dengan para stakeholder. Pendekatan kampanye yang digunakan termasuk dalam kategori *Ideologically or Cause Oriented Campaign*, karena berorientasi pada perubahan cara pandang dan kesadaran sosial, bukan pada kepentingan komersial.

Hasil pelaksanaan karya menunjukkan bahwa kampanye kehumasan berbasis event mampu menjadi ruang interaksi dan komunikasi yang efektif antara mantan narapidana dan masyarakat. Penyampaian pesan melalui pengalaman langsung dan narasi inspiratif memberikan dampak positif terhadap pemahaman audiens mengenai pentingnya dukungan sosial dalam proses reintegrasi mantan narapidana ke dalam masyarakat.

Kata Kunci : Penciptaan Karya, Kampanye Kehumasan, Event, *Campaign Activator*, Pemasyarakatan

ABSTRACT

This Final Project focuses on the design and implementation of an event-based public relations campaign entitled "From Bars to Inspiration." This project aims to reduce the negative public stigma against former inmates and foster social understanding and acceptance through a humanistic and inclusive communication approach.

This project utilized a creative methodology encompassing pre-event, event, and post-event stages. The event was designed as an inspirational talk show, art and music performances, and an exhibition of works by inmates and former inmates. This activity involved various stakeholders, such as correctional institutions, the community, PAKEMAS, and the general public as the primary audience.

During the project's creation process, the creator acted as a Campaign Activator, responsible for inviting the entire audience, seeking sponsorship, and interacting directly with stakeholders. The campaign approach used falls into the category of Ideologically or Cause-Oriented Campaign, as it focuses on changing perspectives and social awareness, rather than commercial interests.

The results of the project demonstrate that the event-based public relations campaign can create an effective space for interaction and communication between former inmates and the community. Delivering messages through firsthand experiences and inspirational narratives has a positive impact on audiences' understanding of the importance of social support in the reintegration of former inmates into society.

Keywords: Artwork Creation, Public Relations Campaign, Event, Campaign Activator, Correctional Services