

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 *Creative Director* yang bertanggung jawab dalam perumusan konsep kreatif, penyusunan pesan kampanye, pengembangan elemen visual, serta pengawasan implementasi konsep selama kegiatan berlangsung. 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, *Creative Director*, Pemasyarakatan

ABSTRACT

The Final Project of Creation of this Work focuses on the design and implementation of an event-based public relations campaign entitled "From Iron Bars to Inspiration". This work aims to erode the negative stigma of society towards ex-convicts and encourage the creation of social understanding and acceptance through a humanist and inclusive communication approach. The creation of this work uses a method of creating works which includes the pre-event, event, and post-event stages. The event is designed in the form of inspirational talk shows, art and music performances, as well as exhibitions of works by inmates and former inmates. This activity involved various stakeholders, such as correctional institutions, communities, PAKEMAS and the general public as the main audience. In the process of creating works, the creator plays the role of Creative Director who is responsible for the formulation of creative concepts, the preparation of campaign messages, the development of visual elements, and the supervision of concept implementation during the activity. The campaign approach used is included in the category of Ideologically or Cause Oriented Campaign, because it is oriented towards changing perspectives and social awareness, not on commercial interests. The results of the work show that event-based public relations campaigns are able to become an effective interaction and communication space between former inmates and the community. Delivering messages through direct experience and inspirational narratives has a positive impact on the audience's understanding of the importance of social support in the process of reintegration of ex-convicts into society.

Keywords: Work Creation, Public Relations Campaign, Event, Creative Director, Correctional