

ABSTRAK

Kampanye kehumasan “Dari Jeruji Besi Menjadi Inspirasi” mengkaji peran *campaign manager* dalam upaya mengurangi stigma negatif masyarakat terhadap warga binaan dan mantan warga binaan pemasyarakatan. Kampanye ini dirancang dalam bentuk event kolaboratif yang melibatkan berbagai pemangku kepentingan, antara lain institusi pembinaan pemasyarakatan, pelaku usaha dan UMKM, tokoh masyarakat, serta generasi muda sebagai bagian dari strategi komunikasi publik yang inklusif. Rangkaian kegiatan kampanye meliputi talkshow inspiratif, penampilan seni dan musik, serta pameran karya warga binaan dan mantan warga binaan, dengan masyarakat sebagai sasaran utama dalam mendukung proses reintegrasi sosial. Efektivitas kampanye diukur melalui metode kuantitatif menggunakan kuesioner *pre-test* dan *post-test* untuk menilai perubahan persepsi publik. Hasil *pre-test* menunjukkan tingkat persetujuan terhadap pernyataan bernuansa negatif sebesar 61,46% yang kemudian menurun menjadi 42,38% pada *post-test*. Sementara itu, persetujuan terhadap pernyataan bernuansa positif mengalami peningkatan dari 68,63% menjadi 81,79%. Temuan tersebut menunjukkan bahwa pengelolaan kampanye oleh *campaign manager* melalui pendekatan event kolaboratif terbukti efektif dalam membangun persepsi masyarakat yang lebih positif, humanis, dan inklusif terhadap warga binaan dan mantan warga binaan pemasyarakatan.

Kata kunci: Campaign Manager, Kampanye Kehumasan, Stigma, Reintegrasi Sosial

ABSTRACT

The public relations campaign “From Behind Bars to Inspiration” examines the role of the *campaign manager* in efforts to reduce negative public stigma toward inmates and former inmates. This campaign was designed as a collaborative event involving various stakeholders, including correctional institutions, business actors and MSMEs, community leaders, and young generations, as part of an inclusive public communication strategy. The campaign activities consisted of inspirational talk shows, music and art performances, and exhibitions of works by inmates and former inmates, with the general public as the primary target audience in supporting the social reintegration process. The effectiveness of the campaign was measured using a quantitative approach through *pre-test* and *post-test* questionnaires to assess changes in public perception. The *pre-test* results indicated a 61.46% level of agreement with negatively framed statements, which decreased to 42.38% in the *post-test*. Meanwhile, agreement with positively framed statements increased from 68.63% to 81.79%. These findings demonstrate that campaign management through a collaborative event-based approach is effective in fostering more positive, humane, and inclusive public perceptions of inmates and former inmates.

Keywords: Campaign Manager, Public Relations Campaign, Stigma, Social Reintegration