

ABSTRACT

In Indonesia, financial crime cases continue to rise due to the increasing public demand for financial services, which is not accompanied by adequate financial literacy. Moreover, certain segments of society are more vulnerable to financial fraud due to various factors, such as educational background and geographical inaccessibility. As a regulatory body in the financial services sector, Otoritas Jasa Keuangan (OJK) is mandated under Law No. 4 of 2023 to improve financial literacy and inclusion in Indonesia. In response, the Directorate of Financial Literacy and Education of OJK launched the Gerakan Nasional Cerdas Keuangan (GENCARKAN) program to promote financial literacy and inclusion on a massive and equitable scale. This study aims to examine the role of the GENCARKAN team, which operates under the Directorate of Financial Literacy and Education, in coordinating stakeholders across Indonesia to achieve the program's objectives. The research uses a qualitative descriptive case study, adopting an in-depth interview and documentation as data collection techniques, with data triangulation employed to ensure validity. The GENCARKAN program is analyzed from two perspectives: the role of public relations, using Broom and Smith's (1979) framework, which classifies public relations roles into technical and managerial, and the campaign strategy, applying Cutlip, Center, and Broom's (2006) four-step public relations process model. The findings indicate that the managerial role of the GENCARKAN team is highly significant in the program's execution and is more dominant than the technical role in the planning, implementation, and evaluation phases of the GENCARKAN program.

Keywords: Campaign strategy, financial literacy, public relations roles