

INTISARI

Penelitian ini membahas strategi komunikasi publik dan partisipasi masyarakat dalam Program Switch Off yang diselenggarakan oleh Komunitas Earth Hour Jogja. Fokus penelitian diarahkan pada analisis partisipasi masyarakat dengan menggunakan teori Marschall (2006) serta strategi komunikasi dengan pendekatan persuasif dan edukatif. Perencanaan strategi komunikasi yang lebih mendalam dianalisis melalui model SOSTAC (*Situation Analysis, Objectives, Strategy, Tactics, Actions, and Control*). Penelitian ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data berupa wawancara dan dokumentasi.

Hasil penelitian menunjukkan bahwa partisipasi masyarakat dalam Program Switch Off terwujud dalam berbagai bentuk dan tingkatan, antara lain partisipasi simbolik, mobilisasi, dan dialogis. Analisis berdasarkan teori Marschall (2006) memperlihatkan bahwa pola partisipasi tersebut difasilitasi melalui forum komunikasi, kesempatan keterlibatan dalam berbagai tahapan kegiatan, serta akses masyarakat terhadap proses pengambilan keputusan, meskipun masih terbatas pada level konsultatif. Sementara itu, analisis strategi komunikasi publik dengan menggunakan model SOSTAC menunjukkan bahwa komunitas Earth Hour Jogja berhasil merancang strategi yang terstruktur, mulai dari pemetaan situasi, perumusan tujuan, pemilihan strategi, penyusunan taktik, pelaksanaan aksi, hingga tahap evaluasi. Implementasi strategi tersebut diwujudkan melalui pemanfaatan media sosial, penyampaian pesan kampanye yang bersifat edukatif, kolaborasi dengan relawan, serta konsistensi dalam komunikasi.

Penelitian ini menunjukkan bahwa strategi komunikasi publik yang dirancang secara terencana dan terintegrasi mampu meningkatkan partisipasi masyarakat dalam program lingkungan. Namun demikian, tantangan masih dihadapi, terutama terkait keterbatasan sumber daya, keberlanjutan partisipasi, serta keterukuran dampak terhadap perubahan perilaku hemat energi.

Kata Kunci: Strategi Komunikasi Publik, SOSTAC, Partisipasi Masyarakat, Switch Off, Earth Hour Jogja.

ABSTRACT

This study examines public communication strategies and community participation in the Switch Off Program organized by the Earth Hour Jogja Community. The research focuses on analyzing community participation using Marschall's (2006) theory, as well as communication strategies through persuasive and educative approaches. A deeper planning of communication strategies is analyzed using the SOSTAC model (Situation Analysis, Objectives, Strategy, Tactics, Actions, and Control). This study employs a qualitative research method with data collection techniques in the form of interviews and documentation.

The findings show that community participation in the Switch Off Program is manifested in various forms and levels, including symbolic participation, mobilization, and dialogic participation. Analysis based on Marschall's (2006) theory indicates that these patterns of participation are facilitated through communication forums, opportunities for involvement in various stages of activities, and public access to the decision-making process, although access remains limited to the consultative level. Meanwhile, the analysis of public communication strategies using the SOSTAC model reveals that the Earth Hour Jogja community successfully designed a structured strategy, starting from situation mapping, goal formulation, strategy selection, and tactic development to action implementation and evaluation. The implementation of these strategies is reflected through the use of social media, the delivery of educational campaign messages, collaboration with volunteers, and consistency in communication.

This study demonstrates that a well-planned and integrated public communication strategy can enhance community participation in environmental programs. However, several challenges remain, particularly related to limited resources, the sustainability of participation, and the measurability of the impact on energy-saving behavior change.

Keywords: Public Communication Strategy, SOSTAC, Public Participation, Switch Off, Earth Hour Jogja.