

## INTISARI

Fenomena terjadinya peningkatan jumlah penderita kanker anak di Indonesia menjadi titik tolak permasalahan. Setiap 3 menit didiagnosa 1 anak menderita kanker, setara dengan 20 anak per jam atau 480 anak per hari. YKAKI sebagai organisasi nirlaba melakukan upaya sosial edukasi kepada masyarakat dengan mengadakan Kampanye Aksi Peduli Berani Gundul-Lawan Kanker pada Anak (BG-LKPA). Keunikan kampanye terletak pada ide sosial yang tidak biasa yaitu dukungan secara visual (Berani Gundul). Penelitian ini merupakan penelitian kualitatif dengan menggunakan metode studi kasus, sehingga fokus penelitian ini terletak pada proses perencanaan komunikasi pemasaran sosial agar pesan dapat sampai pada *target adopter* tanpa *image negatif*. Hasil yang didapatkan yaitu dari lima elemen keberhasilan dan kegagalan kampanye BG-LKPA, hanya perencanaan elemen *objective/tujuan* yang berhasil dilakukan. Penentuan komunikator, *target adopter*, *strategy*, dan alat promosi belum cukup maksimal dilaksanakan. Oleh karena itu, hasil penelitian ini mendukung preposisi yang dibangun peneliti bahwa Kampanye BG-LKPA hanya sebagian kecil bentuk dari usaha pemasaran sosial pada organisasi nirlaba dalam usaha menyebarkan informasi kanker pada anak dan menggalang kepedulian *target adopter* untuk menjamin kelanjutan pelayanan anak penderita kanker.

Kata kunci : komunikasi pemasaran sosial, kampanye, organisasi nirlaba.

## ***ABSTRACT***

Phenomenon of the occurrence the number of children cancer patients which growing up in Indonesia would no longer be a turning point problems that occurred. In every 3 minutes there are 3 children that being diagnosed cancer. So, that equivalent to 20 children per a clock or 480 children per the day. YKAKI as a nonprofit organization with a social education to the people convey with something meaningful such as a campaign the action of care particularly audacious proposal for the gundul-lawan cancer at its own game to go on in science ( BG-LKPA ). The uniqueness of this campaign is situated to the idea social in being of unusual extent promised to supply support visually (particularly audacious proposal for the ) bare like the top of. This research is qualitative study by using a case study, so that the focus of this study is to the final product is the planning process of marketing communications in order that the messages can be until on a target adopter without negative image. A series of poor results these chareges in the future from the five elements the success of and failure a campaign BG-LKPA, only element planning at the office of distinct objective/of the purposes to which successful in this area. The determination of the communicators, the target of adopter, strategy, residence and the school and campaign to promote bos program not in itself be sufficient have not been fully implemented. The results of the study is supporting the a preposition amazing feats of engineering built group of researchers from that a campaign BG-LKPA only a small minority of the form of from the economic activities social marketing on a nonprofit organization government in their efforts to the spread of information the cancer in a son and for whom concern the target of some of the mental adopter to guaranteeing the continuation of child services a cancer patient.

Keyword : social marketing communication, campaign, nonprofit organizations.