

INTISARI

Tugas akhir ini bertujuan untuk membahas dan mengidentifikasi profil dan peran public relations dalam menerapkan fungsinya untuk meningkatkan Brand Awareness lembaga BAZNAS (Badan Amil Zakat Nasional). Penulis melakukan program magang dari 14 Januari hingga 05 April 2019 di Kantor BAZNAS kota Yogyakarta. Pada pengumpulan data kajian lapangan diperoleh dengan melakukan wawancara dengan beberapa staf, penerima bantuan/ (Mustahiq), pemberi bantuan *zakat* (Muzakki) serta dengan membaca beberapa buku di BAZNAS serta di perpustakaan, membaca laporan akhir alumni, dan beberapa artikel di internet. Data akan saya sajikan dengan dukungan hasil wawancara dengan pelaksana di BAZNAS, beberapa foto, dan data akhir berdasarkan hasil observasi, data Standar Operasional Pelayanan (SOP) yang telah dibuat oleh TIM kerja BAZNAS Kota Yogyakarta. Data yang diperoleh akan diolah dalam bentuk laporan menggunakan metode descriptive-qualitative. Peran Public Relations BAZNAS yaitu menjaga berbagai macam fakta, yaitu fakta baik maupun fakta buruk karena peran Public Relations sangat penting untuk membangun citra positif BAZNAS. Jaringan organisasi Public Relations melalui publikasi dan promosi diperlukan agar semua program, produk dan layanan BAZNAS dapat dikenal dan diterima oleh masyarakat. Selain itu, peran humas dalam meyakinkan dan melobi masyarakat adalah membangun kepercayaan masyarakat adalah membangun kepercayaan masyarakat dengan BAZNAS sehingga terjalin hubungan yang harmonis. Public Relations BAZNAS memiliki peran membangun citra BAZNAS yang positif sehingga menumbuhkan kepercayaan masyarakat yang pada akhirnya dapat menumbuhkan kesadaran untuk berzakat melalui media sosial, website, youtube dan media massa. Penulis menyimpulkan penerapan strategi peran public relations ini dapat meningkatkan Brand Awareness masyarakat.

KATA KUNCI: Public Relations, Strategies, Brand Awareness, *Badan Amil Zakat Nasional/* BAZNAS.

ABSTRACT

This final paper aims to discuss and identify public relations' profile and role in carrying out its functions to increase the Brand Awareness of BAZNAS (Badan Amil Zakat Nasional) in Yogyakarta. The writer carried out an internship program from January 14th to April 5th, 2019 at the BAZNAS Yogyakarta. In the field study, data collection was obtained by conducting interviews with several staff, beneficiaries / (mustahiq), zakat donors (muzakki) as well as by reading several books at BAZNAS and in the library, reading alumni final reports, and several articles on the internet. I present the data with the support of interviews with executors at BAZNAS, several photos, and final data based on observations, Service Operational Standard (SOP) data that have been made by the BAZNAS Yogyakarta City work team. The data obtained will be processed in the form of a report using a descriptive-qualitative method. BAZNAS Public Relations' role is to maintain various kinds of facts, both with good facts and bad facts because the role of Public Relations is very important to build a positive image of BAZNAS. Public Relations of the organizations' network through publications and promotions are needed so that all BAZNAS programs, products, and services can be recognized and accepted by the public. Besides, Public Relations' role in convincing and lobbying the community is to build public trust with BAZNAS so that a harmonious relationship is established. Public Relations must build a positive image of BAZNAS so that it fosters public trust which in turn can raise awareness to give zakat. Through social media, website, youtube, mass media, weekly studies, training programs held by BAZNAS. The writer concludes that implementing this public relations role strategy can increase public brand awareness.

KEYWORDS: Public Relations, Strategies, Brand Awareness, *Badan Amil Zakat Nasional*/ BAZNAS