

ABSTRAKSI

Perkembangan teknologi khususnya di bidang perekonomian mendorong inovasi dalam sistem pembayaran dari yang sebelumnya tunai menjadi non-tunai. Inovasi ini membentuk sebuah gaya hidup yang disebut dengan istilah “*Less Cash Society* (LCS)”. LCS telah diterapkan di berbagai negara di dunia secara dominan, sedangkan penerapan LCS di Indonesia masih tergolong rendah. Sebagai langkah untuk mendorong penerapan transaksi pembayaran non-tunai di Indonesia, Bank Indonesia mengadakan kampanye dengan tema “Gerakan Nasional Non Tunai (GNNT)”.

Sebagai kampanye awal, GNNT menasar mahasiswa sebagai khalayak sasaran utama untuk dijadikan agen perubahan. Kampus UGM dengan populasi mahasiswa cukup besar dipilih menjadi *pilot project* penerapan Kawasan LCS di Yogyakarta. Program kampanye yang terbilang masih baru ini tentunya memiliki sebuah strategi kampanye untuk memperkenalkan transaksi non-tunai kepada khalayak. Rangkaian strategi kampanye dimulai dari proses perencanaan, pelaksanaan, hingga evaluasi akan dipaparkan dan dianalisis secara mendalam menggunakan metode studi kasus deskriptif. Penelitian ini mengkaji strategi kampanye Bank Indonesia dalam membentuk Kawasan *Less Cash Society* melalui Gerakan Nasional Non Tunai di UGM pada tahun 2014.

Kata Kunci: strategi kampanye, *less cash society*, studi kasus deskriptif, Bank Indonesia, Gerakan Nasional Non Tunai

ABSTRACT

Technology development, especially that in the economic field has prompted an innovation in the payment system which was previously a cash-based payment to become a less-cash-based payment. This kind of innovation has formed a new life style which is called as “Less Cash Society (LCS)”. This LCS has been dominantly implemented in certain countries throughout the world. Meanwhile, the LCS implementation in Indonesia is still considered low. As a step to increase the implementation of less-cash-based payment in Indonesia, Bank Indonesia (the central bank of Indonesia) holds a campaign with the theme “Gerakan Nasional Non Tunai (GNNT)” (Less-cashed-based Payment National Movement).

As the beginning step of the campaign, GNNT has chosen college student as the main target to be the change agent. UGM campus with the high population of college students is selected to be the pilot project of the implementation of LCS area in Yogyakarta. This campaign program, which is still considered new, definitely has a campaign strategy to introduce the less-cash-based transaction to the public. A sequence of campaign strategies which is done starting from the planning, the implementing, to the evaluating process will be explained and analysed in detail by using a descriptive case-study method. This research discusses the campaign strategy of Bank Indonesia to create a Less Cash Society through Gerakan Nasional Non Tunai in UGM in 2014.

Keywords: campaign strategy, less cash society, descriptive case-study, Bank Indonesia, Gerakan Nasional Non Tunai