



ABSTRAK

STRATEGI KOMUNIKASI KEHUMASAN DINAS PERTANIAN DAN KETAHANAN PANGAN DIY DALAM MENSOSIALISASIKAN GERAKAN SELAMATKAN PANGAN

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Penelitian ini berfokus pada kegiatan Sosialisasi Gerakan Selamatkan Pangan yang dilakukan Dinas Pertanian dan Ketahanan Pangan (DPKP) DIY untuk mengatasi *food loss* dan *food waste*. Tujuan penelitian dilakukan untuk mengetahui strategi komunikasi kehumasan yang dilakukan DPKP DIY dalam mensosialisasikan Gerakan Selamatkan Pangan. Penelitian ini menggunakan metode analisis deskriptif kualitatif dan paradigma post positivisme dengan konsep *Four Steps Communication* dari Cutlip, Center, dan Broom. Pengumpulan data dalam penelitian dilakukan dengan wawancara, observasi non-partisipan, dokumentasi kepustakaan. Analisis data menggunakan model Miles dan Huberman yang terdiri dari reduksi data, penyajian data, dan pengambilan kesimpulan. Hasil penelitian menunjukkan bahwa strategi komunikasi kehumasan DPKP DIY dalam mensosialisasikan Gerakan Selamatkan Pangan dilakukan dengan tahapan (1)pendefinisian masalah, analisis tingginya angka *food loss* dan *food waste* di DIY sehingga Badan Pangan Nasional berkolaborasi untuk mensukseskan Gerakan Selamatkan Pangan, (2)perencanaan dan pemrograman dilakukan dengan membuat strategi tujuan, tindakan, dan komunikasi pada sasaran kegiatan untuk membangun kesadaran masyarakat mengatasi *food loss* dan *food waste*, (3)aksi dan komunikasi dilakukan dengan menerapkan semua elemen komunikasi agar sosialisasi yang dilakukan sesuai tujuan, (4)evaluasi dilakukan sebagai bentuk pelaporan kegiatan untuk melihat berhasil atau tidaknya program yang diimplementasikan. Hasil sosialisasi Gerakan Selamatkan pangan oleh DPKP DIY menunjukkan respon positif masyarakat.

Kata Kunci: Food Loss, Food Waste, Kehumasan, Strategi Komunikasi, Sosialisasi

ABSTRACT

PUBLIC RELATIONS COMMUNICATION STRATEGY OF DINAS PERTANIAN DAN KETAHANAN PANGAN DIY IN SOCIALIZING GERAKAN SELAMATKAN PANGAN

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This study focuses on the Socialization of the Food Saving Movement carried out by the Department of Agriculture and Food Security (DPKP) of the Special Region of Yogyakarta to overcome food loss and food waste. The purpose of the study was to determine the public relations communication strategy carried out by the DPKP DIY in socializing the Food Saving Movement. This study uses a qualitative descriptive analysis method and a post-positivist paradigm with the Four Steps Communication concept from Cutlip, Center, and Broom. Data collection in the study was carried out through interviews, non-participant observation, and literature documentation. Data analysis uses the Miles and Huberman model consisting of data reduction, data presentation, and conclusion drawing. The results of the study showed that the public relations communication strategy of the DIY DPKP in socializing the Food Rescue Movement was carried out in stages (1) defining the problem, analyzing the high number of food loss and food waste in DIY so that the National Food Agency collaborated to make the Food Rescue Movement a success, (2) planning and programming were carried out by creating a strategy of objectives, actions, and communication on activity targets to build public awareness to overcome food loss and food waste, (3) action and communication were carried out by implementing all communication elements so that the socialization carried out was in accordance with the objectives, (4) evaluation was carried out as a form of activity reporting to see whether or not the implemented program was successful. The results of the socialization of the Food Rescue Movement by the DIY DPKP showed a positive response from the public.

Keywords: *Food Loss, Food Waste, Public Relations, Communication Strategy, Socialization*