

ABSTRACT

This research is entitled "Strategic Communication After Cases of Misuse Community Funds by Philanthropic Persons (Case Study Regarding the Meaning of Stakeholders Against Activities of Dompét Dhuafa Jakarta's in the Middle of Cases Misappropriation of Public Funds)". The ACT's case has created a domino effect for other philanthropists, causing people to worry. In the midst of these conditions, Dompét Dhuafa actually managed to maintain, and even increase the trust of stakeholders to continue to collaborate. This study aims to obtain an overview of how stakeholders interpret the fundraising activities of Dompét Dhuafa in the midst of the ACT case, find out what indicators are capable of making the communication strategy approach of Dompét Dhuafa encourage stakeholders to continue to believe in Dompét Dhuafa, as well as obtain an overview of the steps of the communication strategy approach which was run by Dompét Dhuafa after the ACT case. This study uses social action theory with a strategic communication concept approach. The research method used is a qualitative method with a constructivism paradigm through a case study approach. The results showed that Dompét Dhuafa was successful in handling external issues through its strategic communication approach, including problem analysis, framing and organizing messages according to donor characteristics, strategic media approach, program stakeholder management planning, and inducing value throughout the organizational structure. Through this form of communication strategy, Dompét Dhuafa has also succeeded in constructing stakeholders to act rationally, where social actions are decided by stakeholders based on their meaning towards Dompét Dhuafa. So even though external issues are quite strong, stakeholders remain loyal and believe in the performance of Dompét Dhuafa.

Keywords: Strategic Communication; Social Action; Organizational Issues; Stakeholders;Philanthropy

ABSTRAK

Penelitian ini berjudul “Komunikasi Strategis Dompet Dhuafa Pasca Kasus Penyalahgunaan Dana Umat oleh Oknum Filantropi (Studi Kasus Mengenai Pemaknaan *Stakeholder* Terhadap Aktivitas Filantropi Dompet Dhuafa Jakarta di Tengah Kasus Penyelewengan Dana Publik)”. Kasus oknum ACT menimbulkan efek domino untuk filantropi lain sehingga membuat masyarakat khawatir. Di tengah kondisi tersebut, Dompet Dhuafa justru berhasil mempertahankan, bahkan meningkatkan kepercayaan *stakeholder* untuk tetap menjalin kerjasama. Penelitian ini bertujuan untuk memperoleh gambaran tentang cara *stakeholder* memaknai aktivitas *fundraising* Dompet Dhuafa di tengah kasus ACT, mengetahui indikator apa yang mampu membuat pendekatan komunikasi strategis Dompet Dhuafa mendorong para *stakeholder* untuk tetap percaya kepada Dompet Dhuafa, serta memperoleh gambaran mengenai langkah-langkah pendekatan komunikasi strategis yang dijalankan Dompet Dhuafa pasca kasus oknum ACT. Penelitian ini menggunakan teori tindakan sosial dengan pendekatan konsep komunikasi strategis. Metode penelitian yang digunakan yaitu metode kualitatif dengan paradigma konstruktivisme melalui pendekatan studi kasus. Hasil penelitian menunjukkan bahwa Dompet Dhuafa berhasil menangani terpaan isu eksternal melalui pendekatan komunikasi strategisnya, meliputi analisis masalah, meringkai dan mendasain pesan sesuai karakteristik donatur, strategi pendekatan media, perencanaan program *stakeholder management*, serta induksi *value* di seluruh tatanan organisasi. Melalui bentuk komunikasi strategis tersebut, Dompet Dhuafa juga berhasil mengkonstruksi para *stakeholder* untuk bertindak secara rasional, dimana tindakan sosial tersebut diputuskan oleh para *stakeholder* berdasarkan pemaknaan mereka terhadap Dompet Dhuafa. Sehingga meskipun terpaan isu eksternal cukup kuat, para *stakeholder* tetap loyal dan percaya dengan kinerja Dompet Dhuafa.

Kata Kunci : Komunikasi Strategis; Tindakan Sosial; Isu Organisasi; *Stakeholder*; Filantropi