

## ***ABSTRACT***

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**YAYASAN PLAN INTERNATIONAL INDONESIA'S COMMUNICATION PLANNING IN THE WOMEN'S LEADERSHIP CAMPAIGN IN THE WORLD OF WORK IN #GIRLSTAKEOVER 2021 PROGRAM THROUGH THE INSTAGRAM ACCOUNT @PLANINDONESIA**

Keywords: Communication Planning, Campaign, Instagram. Yayasan Plan International Indonesia, #GirlsTakeover 2021

(xvi + 88 + Attachment)

This research aims to find out the communication planning strategy of Yayasan Plan International Indonesia in the women's leadership campaign in the world of work in #GirlsTakeover 2021 program through the @planindonesia instagram account. The theories used are John Middleton's Model Communication Planning Theory (in Hafied, 2017) and Ostergaard's Campaign Model (in Venus, 2018). The research method used is qualitatively descriptive. Data collection techniques used observations, interviews, and documentation. The result of this research is the Yayasan Plan International Indonesia conducts 4 stages of communication planning, namely (1) the formulation of goals, wants young women to get wider access and also get a sustainable impact from the #GirlsTakeover 2021 campaign; (2) media selection, with media engagement using press release and press conference, building thought leader through editorial opinion, public engagement in celebratory and social media campaign from promotional content, user generated content and educative post or facts; (3) media design and development, using language that can be easily understood so that the message can be conveyed properly to the audience; and (4) evaluation, campaign report and overall evaluation.

Bibliography (2013 - 2021)