

## **ABSTRACT**

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***Communication Strategy of Anak Gundar Creative Media in Socializing the Anak Gundar KKN Program to Raise Student Social Awareness***

*Keywords: Communication Strategy, Socializing, Anak Gundar Creative Media*

*(xii-72.-Appendices)*

*This research aims to analyze the Communication Strategy of Anak Gundar Creative Media in Socializing the Anak Gundar KKN Program to Raise Student Social Awareness. The choice of Anak Gundar Creative Media as the subject of this study is based on their effectiveness in utilizing social media as the primary communication tool within the campus environment, as well as their reputation for managing social programs. The study employs a qualitative method with a constructivist paradigm. Data were collected through observation, interviews, and documentation, while the validity of the data was ensured using source triangulation techniques. The theory applied in this research is Information Integration Theory, which examines how students process various pieces of information to form decisions and attitudes toward the KKN program. The findings indicate that Anak Gundar Creative Media's communication strategy, which combines direct communication through invitations and face-to-face socialization with indirect communication via Instagram, has been effective. Instagram was chosen as the main platform, allowing for faster and broader information dissemination, while direct communication helped strengthen students' trust in the program. Messages that were systematically conveyed and tailored to the audience succeeded in increasing student participation in the KKN program. This communication strategy aligns with the basic principles of communication outlined by Anwar Arifin, which include identifying the audience, structuring the message, determining the method, and selecting the appropriate communication media. The research also found that students who participated in the Anak Gundar KKN program experienced an increase in social awareness, changes in attitudes and perspectives toward social life, and a greater sense of gratitude for their personal lives. The study suggests that Anak Gundar Creative Media should expand its use of other social media platforms to reach a larger audience and enhance two-way communication with students to strengthen their engagement in social programs.*

*Bibliography: (1984-2022)*