

ABSTRACT

Communication within campaigns acts as an instrument to deliver campaign messages to public so well as to influence and persuade them. Campaigns, generally, is a persuasive activity (persuasive communication) which is aimed at influencing other people's way of thinking, pushing them to accept and follow the activity under interest voluntarily and by their free will. Not only that it is capable of pushing the public, persuasive communication in campaigns is expected to influence the public to change their attitude and behavior easily and in humanely manner. A community applying communication strategies in their campaigns is that of Earth Hour Bandung Community. One of their campaigns which is also their main and annual program is Smart Energy Campaign. This study's objective is to investigate the implementation of the communication strategies in Smart Energy Campaign, leading to their capability of campaigning Smart Energy for the six past consecutive years and of motivating Bandung citizens to use energy in smart manner. Additionally, the strategies in question among others are selecting a communicator by Earth Hour Bandung, targeting the message receivers in Smart Energy Campaign, constructing messages for Smart Energy Campaign so well as determining the media to be used, evaluating, and investigating effects or influences from Smart Energy Campaign. This study employed descriptive qualitative method totaling informants for the study by 11 (eleven) people, consisting of four coordinators of Earth Hour Bandung Community, one campaign supporter, one campaign ambassador, two volunteers of Earth Hour Bandung Community, and three members of society who have participated in the campaign. It is known from the study results that there were two communicators, namely the ambassador and a volunteer, when selecting the ambassador, factors were investigated like the background of candidates and their popularity. The target of message receivers were Bandung citizens in general, and in particular those in hotels, malls, and restaurants, the message construction was done in educative and persuasive manner using social media, conventional, and creative media, while the effects from this campaign towards the public were the changes in their behavior who then started to apply smart energy manner in their daily lives and the increase in Bandung citizens' care towards energy issues.

Keywords: Communication strategies, Campaigns, EARTH HOUR Bandung.