

The Use of Public Relation in the Community Service Campaign “BAKDES” in the English Study Program Association Organization (HAMLET) Universitas Trunojoyo Madura

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Received 2 April 2025; Revised 30 April 2025; Accepted 1 May 2025

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Abstract

This study aims to analyze the PR strategy used by HAMLET, assess its effectiveness in achieving the campaign objectives, and identify important lessons learned for future community engagement initiatives. This research uses a qualitative approach with a case study design to investigate the use of Public Relations (PR) strategies in the BAKDES campaign conducted by HAMLET, the Student Association of the English Education Study Program at Trunojoyo Madura University (UTM). This case study has demonstrated the crucial role of strategic public relations (PR) in maximizing the impact and sustainability of community service projects. HAMLET's successful implementation of the BAKDES campaign highlights the value of utilizing a multi-pronged PR strategy, building strong relationships with stakeholders, and crafting a compelling narrative.

Keywords: public relation, BAKDES, Hamlet

INTRODUCTION

This case study investigates the strategic application of public relations (PR) in the “BAKDES” (Bakti Desa) community service campaign, conducted by the Student Association of English Education Study Program (HAMLET) at Universitas Trunojoyo Madura (UTM). This study aims to analyze the PR strategy used by HAMLET, assess its effectiveness in achieving the campaign objectives, and identify important lessons learned for future community engagement initiatives. Understanding the role of PR in the success or failure of BAKDES provides valuable insight into the complexities of managing large-scale community service projects in a university context. Public relations is a management tool that uses various forms of communication aimed at identifying common views or interests of different groups, promotes partnership and friendly relations formation between the social service, clients and the General public, ensures mutual understanding based on truth and full public awareness, and ultimately forms a positive public opinion and a favourable image for the social service (Ponomarev, 2008; Abramov, 2012; Barezhev & Malkevich, 2010; Kuznetsov, 2007; Olkhovaya et al., 2019; Kovalchuk, 2009; Kondratiev & Abramov, 2009; Bayanova et al., 2019). (Akhmadieva, R. S., Mikhaylovsky, M. N., Simonova, M. M., Nizamutdinova, S. M., Prokopyev, A. I., & Ostanina, S. S. 2021).

This case study will also explore the challenges faced by HAMLET in managing the PR aspects of BAKDES. These challenges may include resource constraints (financial, human, and technological), logistical difficulties in coordinating activities across multiple locations, navigating bureaucratic processes, managing public perceptions and expectations, and ensuring consistency of messages across all communication channels. The study will pay particular attention to the role of social media and digital communication tools in disseminating information, building community engagement, and fostering a sense of shared purpose and participation. The analysis will assess the effectiveness of HAMLET's use of these platforms in achieving campaign objectives.

HAMLET, as the student organization representing the English Education Study Program at UTM, plays an important role in encouraging student engagement beyond the academic realm. The BAKDES campaign is a significant commitment to social responsibility, demonstrating the organization's dedication to contributing to the well-being of the surrounding community. Bakti Desa is a community service activity in the form of coaching and empowerment of rural communities that has been held in Desa Ba'engas, Kecamatan Labang. In this Bakti Desa activity, the theme is “Bridging Generations: Empowering Rural Communities, through Education, and Interaction” with this intention, we want to bridge generations and empower rural communities through education and interaction. To support the event, we organized an offline event. The series of village service events include holding parenting seminars, hamlet teaching, game education, story telling, movie night, lantern release, village cleaning, gymnastics, ECL (Education for Environmental Love), and hand printing.

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The success of the event depended on effective communication and careful management of public perception, highlighting the important role of PR. Effective PR in the context of BAKDES requires a multifaceted approach. HAMLET needs to develop and implement a communication strategy across multiple channels to reach the target audience, build awareness, and gain support for the campaign. This involves crafting a compelling narrative that resonates with the community, utilizing various media platforms to disseminate information, and actively engaging with key stakeholders. These stakeholders include the beneficiaries of the campaign (the Ba'engas community), the student English study program, faculty, and administration, local government officials, potential sponsors, and the wider media. This study will analyze HAMLET's approach to PR, examining the specific channels used, the messages delivered, and the overall effectiveness of their communication efforts in achieving the campaign objectives.

Although prior research (Zhou et al., 2008) has highlighted the importance of internal communication systems, few empirical studies have examined whether and how organizations' internal communication efforts can increase employee creativity (Hagelstein, J., Einwiller, S., & Zerfass, A. 2021).

Finally, this case study will offer important lessons and best practices for future community service campaigns. By analyzing the successes and shortcomings of HAMLET's PR strategy, this study aims to provide practical recommendations for student organizations and other community-based initiatives. The findings will contribute to a broader understanding of the importance of strategic PR planning and execution in maximizing the impact and sustainability of community service projects, fostering positive relationships with stakeholders, and ensuring the long-term success of such initiatives. This analysis will provide a comprehensive understanding of HAMLET's PR approach in the BAKDES campaign, offering valuable insights for future community engagement efforts.

METHOD

This research uses a qualitative approach with a case study design to investigate the use of Public Relations (PR) strategies in the BAKDES campaign conducted by HAMLET, the Student Association of the English Education Study Program at Trunojoyo Madura University (UTM). A qualitative approach was chosen as it allowed for an in-depth understanding of the context, process and meaning behind the use of PR strategies in the campaign. A case study was chosen because it allowed for the collection of rich and detailed data from one specific context, the BAKDES HAMLET campaign. According to Sandelowski, M. (2000), descriptive qualitative research is an approach that seeks to provide a comprehensive explanation of a phenomenon through a detailed exploration of individual experiences and perspectives. Excellent research in this area can yield extensive insights into reception, process and psychology of persuasive messages, but under the traditional model of "publics," organizations often ignore individuals and groups who fall outside of the traditionally defined categories of active and latent publics (who are given the full attention of practitioners and scholars). Sison, M., & Sarabia- Panol, Z. (2018). This sentence highlights the need for a more inclusive and holistic approach to PR.

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Rather than focusing solely on public activities, PR practitioners need to consider all stakeholders, including groups that are neglected in the traditional model. This is essential to building strong, positive relationships with all stakeholders, and to effectively manage an organization's reputation.

This research will use a primary source of secondary data that will be collected from various sources, including: Official HAMLET documents related to the planning and implementation of BAKDES, including proposals, activity reports, and publicity materials. HAMLET's social media archives (e.g. Blogspot, TikTok, Instagram) related to the BAKDES campaign. Photo and video documentation of BAKDES activities. News articles or other media reports covering the BAKDES campaign. Data analysis will use a descriptive qualitative approach with thematic analysis techniques. The data that has been collected will be transcribed and then systematically analyzed to identify the main themes that emerge related to the PR strategies used, their effectiveness, and the challenges faced

FINDING AND DISCUSSION

This case study analyzes the effectiveness of the Public Relations (PR) strategy used by the English Department Student Association (HAMLET) of Trunojoyo University Madura in the Bakti Desa (BAKDES) campaign. The analysis will focus on several aspects, including campaign planning, implementation, and evaluation. The data used will include quantitative and qualitative data.

I. Campaign Planning:

- SWOT Analysis:

Trunojoyo Madura University provides full support to student activities, including BAKDES. HAMLET students show high enthusiasm in participating in social activities and have a passion to contribute to society. The English language skills of HAMLET members can be used to establish cooperation with local organizations. HAMLET has an extensive network, both on and off campus, which can be utilized to promote the BAKDES campaign and gain support.

Despite having the support of the university, limited funding can be an obstacle in the implementation of larger BAKDES campaigns. Solution: Seek additional sponsors, and optimize existing resources.

With this event, people are increasingly concerned about social and environmental issues, so the BAKDES campaign has the potential to gain widespread support. And social media and digital technology can be utilized to effectively promote the BAKDES campaign and reach a wider audience. However, the presence of other student organizations running similar programs can reduce the attention and support for the BAKDES HAMLET campaign. The solution is to differentiate the BAKDES HAMLET program with the uniqueness and innovation offered.

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- Public Target:

The targets of this activity are the Ba'engas Village community, students of SD Negeri Ba'engas 2, and all HAMLET members



Gambar 1. Foto Panitia



Gambar 2. *Education about organic and inorganic waste*

How To Be a Good Parent Seminar with the theme “Bridging Generations: Empowering Rural Communities, through Education, and Interaction”.

.Hamlet teaching: 1st grade identifying colours, 2nd grade introducing protected animals, 3rd grade identifying planet names, 4th & 5th grade story telling about good children and game education, 6th grade ice breaking

Movie night, showing about struggle and motivation. Showed a movie called “LEO”

Lantern flight with the committee and some staff teachers of SDN Ba'engas 2.

Gymnastics with the students of SDN Ba'engas 2 and the local community

Village cleanup with students of SDN Ba'engas 2

Environmental education about organic and inorganic waste

Hand printing with students of SDN Ba'engas 2 and organizers

- PR Strategy and Tactics:

The committee organized the departure to the location of the village service, the committee opened the event guided by the Master of Ceremony, namely, the report of the chief executive, the remarks of the Hamlet chairman, the remarks of the village head, the remarks of the principal, the remarks of the BEM Governor and the ribbon cutting. After the Opening Ceremony at 8.00- 9.30, it was continued with a series of events at the same time such as the Seminar by M.Solihin, S.Psi., M.A which was held in two sessions, with the first session of material presentation at 9.45- 11.00. Followed by the second session, namely the discussion and question and answer session about “parenting” at 12.00-15.00. Hamlet Teaching at 9.45-11.00 and at 14.45-16.30 the committee checked in and prepared to leave for the location, and at 17.00 - 17.40 the committee together with elementary school children prepared for the followed by the second session, namely the discussion and question and answer session about “parenting” at 12.00-15.00. Hamlet Teaching at 9.45-11.00. and at 15.45- 16.30 the committee checked in and prepared to leave for the location, and at 17.00 - 17.40 the committee together with elementary school children prepared for the maghrib prayer in congregation. At 17.40 - 19.00 the committee together with elementary school children watched a movie together with the title “leo”. At 19.00- 19.30 the entire committee flew lanterns.

On April 28, 2024, at 6.00 - 6.30 WIB the committee prepared to check in attendance and departed to the location, at 7.15- 7.45 the committee together with elementary school children and also the village community did gymnastics together, at 7.45 - 8.45 did village cleaning together, at 9.00 - 10.00 continued with Environmental Love Education to children about organic and inorganic waste, at 10.00-10.30 continued with handprints for elementary school children, and continued with the Core event, namely Closing.

II. Campaign Implementation:

The Bakti Desa (BAKDES) campaign was organized by the Student Association of English Department (HAMLET) of Universitas Trunojoyo Madura. The implementation of this campaign had some key details:



Gambar 3. Pamphlet event

The committee organized the departure to the location of the village service, the committee opened the event guided by the Master of Ceremony, namely, the report of the chief executive, the remarks of the Hamlet chairman, the remarks of the village head, the remarks of the principal, the remarks of the BEM Governor and the ribbon cutting. After the Opening Ceremony at 8.00- 9.30, it was continued with a series of events at the same time such as the Seminar by M.Solihin, S.Psi., M.A which was held in two sessions, with the first session of material presentation at 9.45- 11.00. Followed by the second session, namely the discussion and question and answer session about “parenting” at 12.00-15.00. Hamlet Teaching at 9.45-11.00 and at 14.45-16.30 the committee checked in and prepared to leave for the location, and at 17.00 - 17.40 the committee together with elementary school children prepared for the followed by the second session, namely the discussion and question and answer session about “parenting” at 12.00-15.00. Hamlet Teaching at 9.45-11.00. and at 15.45- 16.30 the committee checked in and prepared to leave for the location, and at 17.00 - 17.40 the committee together with elementary school children prepared for the maghrib prayer in congregation. At 17.40 - 19.00 the committee together with elementary school children watched a movie together with the title “leo”. At 19.00- 19.30 the entire committee flew lanterns.

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III. Campaign Implementation:

The Bakti Desa (BAKDES) campaign was organized by the Student Association of English Department (HAMLET) of Universitas Trunojoyo Madura. The implementation of this campaign had some key details:

- Location: SDN BA' ENGAS II. This indicates that the activities were focused at the elementary school, possibly involving students and local residents.
- Time: April 27-28, 2024, 6 a.m. to finish. The two-day duration indicates a fairly intensive and planned activity. The 6am start time indicates the seriousness and dedication of the organizers.
- Theme: “Bridging Generations: Empowering Rural Communities through Education and Interaction”. This theme indicates the campaign's aim to connect different generations in rural communities through education and interaction. It implies activities that involve different age groups and focus on community development.
- Types of Activities: The flyer does not specifically describe the types of activities that will be conducted. However, based on the theme, the activities are likely to involve education, training or interactive activities that benefit the rural community. There could be teaching,

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counselling, or arts and cultural activities that involve active participation from the villagers.

I. Campaign Evaluation:

The results of the campaign evaluation research found two main problems, namely: Limited funds may limit the scope and quality of programs offered. Planned activities may have to be reduced or their quality compromised if the budget is insufficient. And infrastructure limitations at the implementation site.

DISCUSSION

This case study explores the strategic application of public relations (PR) in the “BAKDES” (Bakti Desa) public service campaign conducted by HAMLET, the Student Association of the English Education Study Program at Trunojoyo Madura University (UTM). The analysis reveals a multifaceted approach to PR, encompassing both traditional and digital methods, highlighting the importance of stakeholder engagement and a compelling narrative.

PR Strategy Analysis

HAMLET's PR strategy used a multi-pronged approach, utilizing a combination of offline activities and online platforms. These included a well- organized opening ceremony with key stakeholders in attendance, a variety of educational and community development activities such as seminars, hamlet teach- ins, movie nights, lantern flights, and environmental education, as well as active engagement through social media platforms such as Instagram and TikTok. This approach demonstrates a comprehensive understanding of the need to reach a wide audience and cater to diverse interests within the target community.

Effectiveness Assessment

The campaign's success in fostering collaboration and creating positive impact is evident in the involvement of students, local community members, teachers and government officials. This suggests that HAMLET's PR efforts effectively engaged the target audience, built awareness, and gained support for the BAKDES campaign. Further assessment of the effectiveness of this campaign can be done by collecting data on participation rates, the number of people reached through social media, and feedback from stakeholders to gain a deeper understanding of the impact of this campaign.

Challenges

This analysis identified two significant challenges faced by HAMLET: limited funding and infrastructure. These constraints can hinder the scope and quality of programs offered and require creative solutions such as seeking additional sponsorship, optimizing existing resources, and exploring innovative fundraising strategies. Infrastructure limitations, such as the need for a suitable venue, require collaborative efforts with local organizations or identifying alternative solutions to overcome logistical barriers.

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Lessons Learned

This case study highlights several important lessons for future community service campaigns. The success of HAMLET's BAKDES campaign underscores the importance of:

Multi-pronged PR Strategy: Combining traditional PR techniques with digital platforms to reach a broader audience and engage effectively with stakeholders.

Building Relationships with Stakeholders: Fostering collaboration and partnerships with local organizations, government officials, and the community to ensure a collaborative and impactful campaign.

Crafting a Compelling Narrative: Developing a clear and impactful message that resonates with the target audience, reflects the organization's values and goals, and effectively communicates the campaign's purpose and impact.

CONCLUSION

This case study has demonstrated the crucial role of strategic public relations (PR) in maximizing the impact and sustainability of community service projects. HAMLET's successful implementation of the BAKDES campaign highlights the value of utilizing a multi-pronged PR strategy, building strong relationships with stakeholders, and crafting a compelling narrative.

By integrating traditional PR techniques with digital platforms, HAMLET effectively reached a broader audience and engaged stakeholders. Fostering collaborations with local organizations, government officials, and the community ensured a shared sense of purpose and commitment. The campaign's theme, "Bridging Generations: Empowering Rural Communities through Education and Interaction," resonated with the target audience, effectively communicating the organization's values and goals.

However, the study also identified challenges such as limited funding and infrastructure constraints. These challenges underscore the importance of seeking diverse funding sources, optimizing existing resources, and collaborating with local organizations to overcome logistical barriers.

The findings suggest that future community service campaigns can benefit from a comprehensive PR plan that outlines specific objectives, target audience, key messages, activities, timelines, and evaluation metrics. By incorporating these strategies and lessons, future campaigns can learn from HAMLET's experience, enhance their PR strategies, and effectively achieve their goals, leaving a lasting positive impact on the community.

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This case study provides valuable insights into the role of PR in community engagement initiatives, offering practical recommendations for student organizations and community-based initiatives seeking to maximize their impact. By learning from HAMLET's experience, future campaigns can enhance their PR strategies and effectively achieve their goals.

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