

ABSTRAK

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Strategi Pemasaran Sosial *Volunteerism* “Youth for Climate Change di Daerah Istimewa Yogyakarta” Periode Tahun 2016 - 2017

Tahun Skripsi 2018, 104 hal, 24 gambar

Daftar Pustaka : 17 buku (1984-2016), 4 literasi, 7 internet

Penelitian ini memberikan analisis tentang strategi pemasaran sosial dalam menunjang kegiatan kerelawanan di YFCC DIY. Peran *volunteer* sangat penting dalam pelaksanaan program kegiatan komunitas yang telah direncanakan. Dalam melakukan strategi pemasaran sosial, YFCC DIY melakukan dengan cara mempublikasikan organisasi melalui sosial media dan kegiatan organisasi agar masyarakat tertarik menjadi *volunteer* di YFCC DIY. Kegiatan yang dilakukan komunitas YFCC DIY bertujuan menstimulasi masyarakat untuk tergerak dalam menyelesaikan permasalahan yang terjadi di sekitarnya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif yang berusaha mendeskripsikan tentang strategi pemasaran sosial *volunteer* YFCC DIY pada periode tahun 2016 -2017. Peneliti menggunakan dua teknik pengambilan data, yaitu wawancara dan dokumentasi/arsip. Dalam penelitian ini data yang digunakan bersifat kualitatif, teknik analisis data model interaktif terdiri atas empat tahapan yang akan dilakukan yaitu pengumpulan data, reduksi data, display data, dan penarikan kesimpulan. Berdasarkan hasil penelitian, strategi pemasaran sosial *volunteerism* yang dilaksanakan YFCC DIY adalah dengan cara melakukan kegiatan melalui tahapan yaitu, 1) tahapan pemasaran sosial yang di dalamnya terdapat beberapa kegiatan seperti, melakukan analisis lingkungan, rapat anggota, pelaksanaan program kegiatan sosial, dan kegiatan musyawarah anggota untuk menentukan kebijakan-kebijakan selanjutnya, 2) menentukan elemen-elemen pemasaran sosial yaitu 6P yang dikenal sebagai *marketing mix* yaitu *product* (produk), *price* (harga), *place* (tempat), *promotion* (promosi), *policy* (kebijakan), dan *partnership* (kerja sama). YFCC DIY memiliki produk-produk sosial berupa kegiatan *Goes to School*, *Goes to Village*, *Ecobrick*, dan Susur Sungai.

Berdasarkan analisis hasil penelitian maka indikator keberhasilan YFCC DIY dapat dilihat dari tercapainya visi dan misi organisasi, kesesuaian antara pelaksanaan dengan perencanaan program kerja, dan meningkatnya partisipasi masyarakat terhadap program kerja YFCC DIY. Hal ini dibuktikan dengan meningkatnya minat masyarakat menjadi *volunteer* YFCC DIY, tingkat keefektifan pelaksanaan kegiatan terus meningkat, dan program kerja yang dilaksanakan memberikan hasil dan manfaat bagi organisasi dan masyarakat.

Kata kunci: Strategi, Pemasaran Sosial, Volunteerism

ABSTRACT

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Volunteerism Social Marketing Strategy "Youth for Climate Change in Special Region of Yogyakarta" Period of 2016 - 2017

Thesis Year 2018, 104 things, 24 images

Bibliography: 17 books (1984-2016, 4 literacy, 7 internet

This study provides an analysis of social marketing strategies to support volunteer activities in YFCC DIY. The role of volunteers is very important in the implementation of community activities that have been planned. In conducting a social marketing strategy, YFCC DIY do with how to publish through social media organizations and activities of the organization so that people interested in volunteering in YFCC DIY. Activities undertaken YFCC DIY community aims to stimulate people to be moved in solving the problems that occurred in the vicinity.

This study used a qualitative approach with descriptive tried to describe the type of social marketing strategies volunteer YFCC DIY in the period 2016-2017. Researchers used two techniques of data collection, ie interviews and documentation / archives. In this study, the data is qualitative, interactive model data analysis technique consists of four stages, which will be made of data collection, data reduction, data display, and conclusion. Based on this research, social marketing strategies are implemented YFCC DIY volunteerism is to conduct activities through the stages, namely, 1) stage of social marketing in which there are several activities such as environmental analysis, a meeting of members, the implementation of the program of social activities, and conduct discussions members to determine the policies of the next, 2) determine the elements of social marketing is 6P known as the marketing mix is product (product), price (the price), place (where), promotion (promotion), policy (policy) and partnership (cooperation). DIY YFCC have social products such as activities Goes to School, Goes to Village, Ecobrick, and Run over the River.

Based on the analysis of the research results YFCC DIY indicators of success can be seen from the achievement of the vision and mission of the organization, the agreement between the implementation of the planning work programs, and increasing public participation in the work program YFCC DIY. This is evidenced by the increasing interest of the public to volunteer YFCC DIY, the effectiveness of the implementation of activities continues to increase, and the work program undertaken deliver results and benefits to the organization and community.

Keywords: Strategy, Social Marketing, Volunteerism