

ABSTRACT

This research entitled "Public Relations Strategic of Gandengtangan Through Social Media Facebook (Case Study on Facebook Account Gandengtangan)". Gandengtangan is a fundraising platform with the loan system called crowdlending. The purpose of this site is to help the social entrepreneur and SMEs in funding where people currently are more familiar with the financial loans through the Bank and Cooperative. But, borrowing money in the bank or a cooperative will be charged by interest at the time of return, in contrast to Gandengtangan that provide 0% interest. Gandengtangan is expected to help the economy of communities in Indonesia.

Based on the explanation above, the purpose of this study was to determine how the stages of the public relations strategy undertaken by Gandengtangan in socializing crowdlending which is relatively new in Indonesia. This research used the case study qualitative research methods. The data was obtained from interviews, observation, and documentation.

The results of this study revealed that Gandengtangan is good enough in implementing the four stages of a public relations strategy that is expressed by Scott M. Cutlip and Allen H. Research Center. First Research listening that researching the facts in the form of data information to be discussed on the wall facebook Gandengtangan. Second is Planning Decision that the data obtained are then processed in the form of articles, photos and videos. Third Communication action is after the second stage of the above articles are posted on facebook Gandengtangan to continue to monitor if there are comments. A benchmark for evaluation stages of Gandengtangan is to look at whether or not increasing the number of lenders or borrowers who register on the website Gandengtangan.

Keyword: Gandengtangan, crowdlending, public relations, socio entrepreneur, social media, PR 2.0, Facebook