

ABSTRACT

Poverty is one of the problems that still can not be resolved by Indonesia. With the high level of poverty experienced by Indonesia, the role of government alone is not enough to overcome it. Thus, the people here have an important role in helping the government to overcome the high rate of poverty in Indonesia. One of them is the existence of a real movement to bring a change, that is the social movements. There are various social movements in Indonesia, one of which is Berbagi Nasi Movement. Berbagi Nasi movement is a social movement founded by Danang Nugroho and Azhar Pangesti on November 2012 in Bandung, Indonesia. Berbagi Nasi movement is a movement to distribute rice as a primary food to the target that has been determined. At the early age that is fairly young, Berbagi Nasi movement is capable of being a great movement, where this movement can be formed in 90 cities in Indonesia, especially in Jakarta, Cikarang, and Bekasi. The formation of Berbagi Nasi movement in Jakarta, Cikarang, and Bekasi cities is inseparable from the existence of its communication strategy. Therefore, the purpose of this study was to determine the communication strategy of Berbagi Nasi movement on the formation in Jakarta, Cikarang, and Bekasi cities.

This study used a qualitative method with case study approach. The case study is used in this study because they are able to observe the purpose of this study. The results obtained by researchers that Berbagi Nasi movement does not have a special communication strategy, in which they only use social media Facebook and Twitter as its communications strategy. In addition, the use of message is also very concerned on the use of social media of Berbagi Nasi movement. There are three message composition of Berbagi Nasi movement, namely an informative message, persuasive and educative.

Keyword: Communication Strategy, Social Movement, Case Study, Social Media