

ABSTRACT

Community Early Alertness Forum (FKMD) is an organization of public figures established to implement a Reporting System in their own monitoring area at each of the regional administration territory levels. If it is successfully conducted, the Heads of Regional Governments will be able to know those factors in community environment that come to be an indication of disruption on the daily activities of local citizens, such as hate speech ad hoax, and then to minimize the factors. The present research will use a research method of SWOT Analysis to analyze FKDM's Reporting System Communication Strategy, by comparing *opportunities* and *threats* elements that emerge in the external of the organization and its internal *strengths* and *weaknesses* to see the organization's performance, and to examine or set a strategy to pursue by an organization (Rangkuti, 2015:20). The paradigm used by the writer in the research is a qualitative Constructivist. The SWOT analysis according to Rangkuti will be carried out by comparing the elements of Communication Strategy in Reporting System implemented by North Jakarta FKDM. Therefore, it needs to conduct an in-depth research into the elements of Reporting System as an attempt to implement a community early alertness character. By properly implementing a reporting system according to FKDM's Reporting System Communication Strategy, such as monitoring each member in the area with a reporting in a format of A1 letter to Advisory Council, by observation and interview of source persons, North Jakarta FKDM's members will be able to assist the community who utter their complaints and opinions concerning the aspects that may minimize the indications of disruptions on citizens' daily life and maximize the facilities, infrastructures, and conditions in surroundings.

Keywords: FKDM, SWOT Analysis, Reporting System