

## **ABSTRACT**

*The uneven distribution of aid from the government to the community made the PPKS organization create the First Ceban Movement program to help the surrounding community. A communication management is needed which is certainly very useful in conducting social movement campaigns. The aim of this research is to know the management of communication in making messages in the GERCEP (First Ceban Movement) program in the Indonesian PPKS organization. In this study, researchers used a qualitative paradigm with interpretive descriptive research methods. Data collection techniques with observation, interviews and documentation. The data analysis technique was carried out in the order of organizing the data, coding and reducing the data and presenting the data. The data validity technique uses triangulation of sources, methods and theories. From this research, the results show that in the management of communication that occurs through several stages which are management functions. Communication management that occurs in the creation of messages in the First Ceban Movement program by the PPKS organization goes through four stages of communication management functions, the first is planning, starting with initial research on the case to be raised, then conducting online meetings with members, and ending with the initiation of campaign making. on line. The second is organizing, at this stage the division of jobdesk to members is carried out. Third, the direction stage, which is the direction from the chairman to members who have jobdesk. And the last is supervision, at this stage all forms of supervision are carried out by the chairman and assisted by a special team owned by the chairman. The researcher suggests that the Indonesian PPKS organization in making an online campaign program more often to conduct meetings with communication that is relaxed but also prioritizes politeness.*

**Keywords:** *Communication Management, PPKS Indonesia, First Ten Thousand Movement Program*