

## ABSTRACT

*The Kanjuruhan tragedy became one of the international highlights that occurred on 1 October 2022, there were many victims who injured and dead as a result of the use of tear gas by officers. Many communities in Indonesia have created fundraising campaigns with the aim of helping victims of the Kanjuruhan tragedy. One of the communities, Adorable Representative M.C For Youth (ARMY) in Indonesia which fans of the South Korean boyband namely BTS (Bangtan Boys), was used as a research subject. The campaign by the Community of Adorable Representative M.C For Youth (ARMY) in Indonesia was carried out boldly via social media Twitter @btsarmy\_lombok in managing campaign messages and channels. Anne Gregory in the campaign strategy book *Antar Venus* (2009) states that the concept of campaign messages consist of format, tone, context, timing, and repetition also the used of campaign media channels. The research method used is descriptive qualitative. In the research, the results obtained showed that the strategy for managing and implementing the campaign by @btsarmy\_lombok was in line with the theory used. However, the results of the research show that evaluation message is also carried out by @btsarmy\_lombok as a implemented campaign strategy.*

**Keywords:** Campaign Strategies, Campaign Messages, Campaign Media Channels, Crowdfunding