

ABSTRACT

Inovation Communication dan created programme by Dompot Dhuafa made interested issue of research. Interested to exploring through of messages production processing, messages packaging and seen the processing at message choise in Social Enterprise (SE) and Community Enterprise (CE) and the social value of programme.

Using by sociocultural communication perspective, constructivisme theory, benefital and funtional packaging as a base of literature. Methodology of research using interpretif paradigm and qualitative methode with descriptive explorative. Collected all data by In depth Interview for 11 (eleven) informan did choose as purposive, participant observation, dan dokumentasi. In final data using tematic analysis in procesing.

The processing of message production in Dompot Dhuafa are inventing, selecting and final decision. The kind of message result was social religius message. There was unconsistensi while selecting message base on mechanism benefits and got support from donors. The element of message packaging is simpling ideas, inovative and social intervention, involved mass media and social media, have been doing communication and maintainance, and implementing organization by profesional.

There was character, good human resources and undertanding of Islamic value, being a main fondation of production and packaging message. Goal all of this process are communication, acuntability, build trust, sustainability and existing. All of process production and packaging message in Integrated Charity Services (ICS).

Key word : institution of zakat (NGO), Social Enterprise (SE), Community Enterprise (CE), Dompot Dhuafa (DD), empowerment, amil (staff), mitra (beneficieries).