

## Abstrak

SELAMAT GINTING. Komunikasi Militer dan Sipil dalam Program Citarum Harum di Wilayah Jawa Barat.

Penelitian ini bertujuan: (1) Menganalisis model komunikasi TNI-AD, dalam membangun kesadaran masyarakat untuk mengembalikan kelestarian Sungai Citarum dan lingkungan sekitar. (2) Mengungkap pendekatan komunikasi TNI-AD kepada masyarakat agar program Citarum Harum tercapai. (3) Mengungkap bentuk kerjasama TNI-AD dengan media massa dalam program Citarum Harum.

Penelitian ini berlandaskan pada falsafah post positivisme. Meneliti kondisi objek yang alamiah. Jenis penelitian kualitatif. Sifat penelitian deskriptif. Metode penelitian studi kasus. Teknik pengumpulan data dengan triangulasi data. Dikumpulkan melalui wawancara, dokumenter, dan observasi. Data dianalisis dan direduksi, kemudian ditarik kesimpulan.

Kata kunci: komunikasi, militer, sipil, citarum harum.



## Abstract

SELAMAT GINTING. Military and Civil Communication in Citarum Harum Program in the West Java Region.

This study aims: (1) Analyzing the communication model of the Army, in building public awareness to restore the preservation of the Citarum River and the surrounding environment. (2) To reveal the TNI-AD communication approach to the public so that the Citarum Harum program is achieved. (3) Revealing the form of cooperation between the TNI-AD and the mass media in the Citarum Harum program.

This research is based on the philosophy of post positivism. Examining the condition of natural objects. Type of qualitative research. The nature of descriptive research. Case study research method. Data collection techniques with data triangulation. Gathered through interviews, documentaries, and observations. Data were analyzed and reduced, then conclusions were drawn.

Keywords: communication, military, civil, fragrant citarum.

