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## ABSTRAK

**Handi Ferdiansyah (NIM: 44215110167). Program Studi Public Relations, Fakultas Ilmu Komunikasi. “Aktivitas Humas RPTRA Manunggal JAK-BAR Dalam Mambangun Kesadaran Pemeliharaan Fasilitas di Lingkungan Kelurahan Meruya Selatan”.**

Penelitian ini bertujuan untuk mengetahui **Aktivitas Humas RPTRA Manunggal JAK-BAR Dalam Mambangun Kesadaran Pemeliharaan Fasilitas di Lingkungan Kelurahan Meruya Selatan**. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Populasi dari penelitian ini adalah Bpk. M. Gufri Fathani (Lurah Kelurahan Meruya Selatan), Ibu. Sri Astuti (Kasie Kesra Kelurahan Meruya Selatan), Bpk. Makmun (Koordinator RPTRA Manunggal) dan Bpk. H. Barjo (Warga Sekitar) Serta seluruh pengunjung yang datang ke Ruang Publik Terpadu Ramah Anak (RPTRA) selama satu bulan dan pengelola Ruang Publik Terpadu Ramah Anak (RPTRA) Manunggal yang berjumlah 5810 orang pada bulan Februari tahun 2018. Teknik pengambilan sampel menggunakan *Probability Sampling* dengan menggunakan sampling secara acak sederhana (*Simple Random Sampling*). Teknik pengumpulan data penelitian ini menggunakan angket, wawancara, serta dokumentasi. Angket yang telah divaliditas sebanyak 35 item dan pengukuran reliabilitas instrumen berdasarkan *Cronbach's Alpha* diperoleh skor 0,887 berarti instrumen dinyatakan reliabel. Berdasarkan analisis data menggunakan tabel frekuensi, kemudian dianalisis secara deskriptif mengenai **Aktivitas Humas RPTRA Manunggal JAK-BAR Dalam Mambangun Kesadaran Pemeliharaan Fasilitas di Lingkungan Kelurahan Meruya Selatan**. Hasil penelitian menunjukkan bahwa persentase hasil pernyataan Wawancara **Aktivitas Humas RPTRA Manunggal JAK-BAR Dalam Mambangun Kesadaran Pemeliharaan Fasilitas di Lingkungan Kelurahan Meruya Selatan** 56% responden menjawab setuju terhadap pemahaman masyarakat terhadap RPTRA, tanggapan masyarakat terhadap keberadaan RPTRA 58% responden menjawab setuju, harapan masyarakat terhadap pengelolaan RPTRA 53% responden menjawab setuju, peningkatan sarana dan prasarana RPTRA 74% responden menjawab setuju, keamanan dan kenyamanan RPTRA 54% responden menjawab setuju, dan peningkatan kepuasan masyarakat terhadap RPTRA 64% responden menjawab setuju. Hal ini menunjukkan **Aktivitas Humas RPTRA Manunggal JAK-BAR Dalam Mambangun Kesadaran Pemeliharaan Fasilitas di Lingkungan Kelurahan Meruya Selatan**.

**Kata Kunci:** **Aktivitas RPTRA Manunggal, Ruang Publik Terpadu Ramah Anak, Sarana dan Prasarana.**



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## ABSTRACT

Handi Ferdiansyah (NIM: 44215110167). Public Relations Study Program, Faculty of Communication Sciences. "RPTRA Public Relations Activities Manunggal JAK-BAR In The Development of Facility Maintenance Awareness in South Meruya Village Environment".

This research aims to find out the Public Relations Activities of RPTRA Manunggal JAK-BAR in the Development of Facility Maintenance Awareness in The South Meruya Village Environment. The research methods used are descriptive with a qualitative approach. The population of this study is Bpk.M. Gufri Fatchani (Lurah South Meruya Village), Mother. Sri Astuti (Kasie Kesra Kelurahan Meruya Selatan), Mr. Makmun (Coordinator of RPTRA Manunggal) and Mr. H. Barjo (Local Residents) As well as all visitors who came to the Integrated Child Friendly Public Space (RPTRA) for one month and the manager of Manunggal Integrated Child Friendly Public Space (RPTRA) numbered 5810 people in February 2018. Sampling technique using Probability Sampling using simple random sampling. This research data collection technique uses questionnaires, interviews, and documentation. The angket that has been validated as many as 35 items and the measurement of instrument reliability based on Cronbach's Alpha obtained a score of 0.887 means the instrument is declared reliable. Based on the analysis of data using frequency tables, then analyzed descriptively about RPTRA Public Relations Activities Manunggal JAK-BAR In Mambangun Awareness of Facility Maintenance in South Meruya Village Environment. The results showed that the percentage of the results of the RPTRA Manunggal JAK-BAR Public Relations Interview Statement in the Development of Facility Maintenance Awareness in South Meruya Village Environment was 56% Respondents responded in agreement with the public's understanding of RPTRA, the community's response to the existence of RPTRA 58% of respondents answered agreed, community expectations towards the management of RPTRA 53% of respondents answered agreed, the improvement of rptra facilities and infrastructure 74% of respondents answered agreed agreed, the safety and comfort of RPTRA 54% of respondents answered agreed, and increased public satisfaction with RPTRA 64% of respondents answered agreed It shows RPTRA Public Relations Activities Manunggal JAK-BAR In Mambangun Awareness of Facility Maintenance in South Meruya Village Environment.

Keywords: Rptrra Manunggal Activities, Child-Friendly Integrated Public Spaces, Facilities and Infrastructure.