

ABSTRAK

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Program Studi : Ilmu Komunikasi
Judul Skripsi : Pendekatan The Circular Model Of Some
Pada Kampanye #Awasmodus *Anti-Phishing*
PT BCA TBK di Media Sosial Instagram @goodlifebca
Pembimbing : Anindita, M.Ikom

Perkembangan internet dan teknologi tidak hanya memberikan kemudahan layanan transaksi keuangan perbankan tetapi juga meningkatkan jumlah kejahatan digital yang menasar nasabah. PT BCA Tbk melalui *Public Relations*-nya melakukan kampanye edukasi #awasmodus anti-*phising* di media sosial Instagram @goodlifebca sebagai upaya melindungi dan mengedukasi nasabah serta sebagai salah satu aktivitas *Cyber PR* yang berkembang memanfaatkan media sosial untuk berinteraksi dengan nasabah dan *audience*-nya dalam menyampaikan pesan.

Penelitian ini bertujuan mengetahui pendekatan *The Circular Model Of Some* pada kampanye #awasmodus anti-*phishing* PT BCA Tbk di media sosial Instagram @goodlifebca. Metode studi kasus dengan pendekatan kualitatif digunakan dalam penelitian ini dengan penggunaan paradigma *post-positivistik*. Pengumpulan data dilakukan dengan teknik wawancara langsung dengan *key informan* internal dan eksternal, observasi media sosial Instagram @goodlifebca, dan sumber literatur yang relevan terhadap penelitian yang dilakukan. Peneliti menggunakan teori *The Circular Model of Some* yang dikemukakan oleh Regina Luttrell dalam menganalisis pengelolaan konten #awasmodus anti-*phising* di Instagram @goodlifebca.

Hasil penelitian ini menunjukkan bahwa pendekatan *The Circular Model of Some* pada kampanye #Awasmodus Anti-*phising* PT BCA Tbk di Media Sosial Instagram @goodlifebca efektif mengedukasi dan memberikan informasi berbagai modus *phising* serta cara menghindari modus-modus *phising*. *Engagement* di media sosial Instagram @goodlifebca cukup tinggi pada konten edukasi #awasmodus anti-*phising* yang dikemas informatif, edukatif dan menghibur bagi *audience*.

Pengunggahan konten edukasi #awasmodus anti-*phising* secara teratur diperlukan *Public Relations* PT BCA Tbk agar selalu meningkatkan kewaspadaan nasabah dan meningkatkan *engagement audience*.

Kata Kunci: Public Relations, Instagram, Pengelolaan Konten, *Phising*, *The Circular Model of Some*.

ABSTRACT

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Thesis Title : The Circular Model of Some To The #Awas Modus
Anti-Phising Campaign of PT BCA Tbk on Social Media
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The development of the internet and technology not only provides convenience for banking financial transaction services but also increases the number of digital crimes targeting customers. PT BCA Tbk through its Public Relations conducted the #awasmodus anti-phishing education campaign on Instagram social media @goodlifebca as an effort to protect and educate customers and as one of the Cyber PR activities that develops utilizing social media to interact with customers and their audience in delivering messages.

This study aims to determine The Circular Model Of Some approach to the #awasmodus anti-phishing campaign of PT BCA Tbk on Instagram social media @goodlifebca. The case study method with a qualitative approach was used in this research with the use of a post-positivistic paradigm. Data collection was carried out using direct interview techniques with internal and external key informants, observation of Instagram @goodlifebca social media, and literature sources relevant to the research conducted. Researchers used The Circular Model of Some theory proposed by Regina Luttrell in analyzing the management of anti-phishing #awasmodus content on Instagram @goodlifebca.

The results of this study indicate that The Circular Model of Some approach to the #Awasmodus Anti-Phishing campaign of PT BCA Tbk on Instagram Social Media @goodlifebca effectively educates and provides information on various phishing modes and how to avoid phishing modes. Engagement on Instagram social media @goodlifebca is quite high on #awasmodus anti-phishing educational content which is packaged informative, educational and entertaining for the audience.

Regular uploading of #awasmodus anti-phishing educational content is necessary for Public Relations PT BCA Tbk to always increase customer awareness and increase audience engagement.

Keywords: Public Relations, Instagram, Content Management, Phishing, The Circular Model of Some.