

ABSTRAK

Fokus penelitian ini adalah strategi kampanye kebijakan *silent airport* yang dilakukan oleh PT. Angkasa Pura I (Persero) Bandara Juanda Surabaya. Penelitian ini signifikan karena Bandara Juanda Surabaya merupakan bandara pertama yang menerapkan *silent airport* di Indonesia. Penelitian ini dilakukan untuk mengetahui “Bagaimana strategi kampanye kebijakan *silent airport* yang dilakukan divisi *communication & legal* dan divisi *customer service* Bandara Juanda Surabaya?”. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan kualitatif dan tipe penelitian deskriptif. Peneliti mengumpulkan data melalui wawancara mendalam, dengan *General Manager, Communication & Legal Section Head, Customer Service Section Head*, serta staf *Customer Service* Bandara Juanda Surabaya. Hasil penelitian menunjukkan bahwa strategi kampanye yang digunakan divisi *Communication & Legal* bersifat informatif (dilakukan secara satu arah) sedangkan strategi yang digunakan divisi *Customer Service* bersifat komunikatif. Kedua divisi dalam menjalankan strateginya merujuk pada pendekatan *citizen participation* yang menjadi dasar dari kegiatan kampanye *silent airport* yang dilakukan Bandara Juanda Surabaya.

Kata kunci: Kampanye Komunikasi Publik, *Silent Airport*, *Citizen Participation*, Bandara Juanda Surabaya

ABSTRACT

This research is focused on the strategy of silent airport policy campaign that is done by PT. Angkasa Pura I (Persero), Juanda Airport in Surabaya. This research is significant since Juanda Airport was the first airport which implemented this policy. This research was also conducted to discover “How is the campaign strategy of silent airport policy campaign done by communication & legal and customer service division of Juanda Airport in Surabaya”. The method of this research is qualitative-descriptive. To collect the data, the researcher conducted in-depth interviews with the General Manager, Communication & Legal Section Head, Customer Service Section Head, and the staffs of Customer Service Section at Juanda Airport in Surabaya. The results has shown that the campaign strategy used by Communication & Legal setion was delivering informative messages (unidirectional) while Customer Service section used communicative strategy to do the campaign. However, both of the sections were referring to citizen participation approach as the foundation of the campaign strategy for silent airport policy.

Keywords: Public Communication Campaign, Silent Airport, Citizen Participation, Juanda Airport in Surabaya