

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi kampanye public relation yang diterapkan oleh PT. KAI Wisata dalam mempromosikan penggunaan pembayaran non- tunai di shower locker Yogyakarta. Metode Penelitian kualitatif deskriptif, dengan pengumpulan data menggunakan metode observasi, wawancara, dan dokumentasi, Dasar teori yang digunakan adalah teori kampanye Ostegaard dengan indikator pra kampanye, pengelolaan kampanye, dan pasca kampanye. Adapun hasil dari penelitian ini adalah PT. KAI Wisata berhasil mengidentifikasi masalah utama, yaitu rendahnya literasi pembayaran digital di kalangan pelanggan, Kampanye dilaksanakan menggunakan berbagai media komunikasi, baik digital melalui media sosial, maupun pendekatan langsung melalui edukasi staf kepada pelanggan. Media visual seperti poster dan brosur berfungsi efektif dalam menyampaikan informasi tambahan, Pengetahuan pelanggan tentang penggunaan pembayaran non tunai meningkat melalui strategi edukatif yang konsisten dan komunikatif. Pelanggan yang awalnya merasa asing terhadap pembayaran digital, berangsur-angsur memahami dan mampu melakukan transaksi secara mandiri.

Kata Kunci : Public relations, Kampanye Public Relations, PT KAI Wisata, Transaksi non Tunai, Shower Locker

ABSTRACT

This study aims to determine the public relations campaign strategy implemented by PT KAI Wisata in promoting the use of non-cash payments at the Yogyakarta shower locker. The qualitative research method is descriptive approach, with data collection using observation, interview, and documentation methods, The theoretical basis used is Ostegaard's campaign theory with pre-campaign, campaign management, and post-campaign indicators. The results of this study are PT KAI Wisata managed to identify the main problem, namely the low literacy of digital payments among customers, The campaign was carried out using various communication media, both digital through social media, and a direct approach through staff education to customers. Visual media such as posters and brochures functioned effectively in conveying additional information, Customer knowledge about the use of non-cash payments increased through a consistent and communicative educational strategy. Customers who initially felt unfamiliar with digital payments, gradually understood and were able to make transactions independently.

Keywords: Public relations, Public Relations Campaign, PT KAI Wisata, Cashless Transaction, Shower Locker