

STRATEGIC COMMUNICATION PLANNING TRAINING FOR INSTITUTIONAL CAPACITY DEVELOPMENT IN MENTENG DALAM, TEBET, SOUTH JAKARTA

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ABSTRACT

Universities, including Sahid University, play a crucial role in helping to solve problems in the surrounding environment through Community Service (PKM), specifically in Menteng Dalam, Tebet, a location with ministry offices, businesses, restaurants, hotels, elite residences, and educational institutions. However, this situation is in sharp contrast to the fact that the subdistrict still has strategic issues that need to be addressed and communicated to its residents. The purpose of this PKM is to find solutions and provide Communication Strategy Planning Training for Institutional Capacity Building in Menteng Dalam. The training discusses the results of the analysis of strategic issues and their communication strategies. Based on the current problems in the subdistrict, the communication strategy goals were formulated to provide an understanding of public services in the subdistrict, improve communication strategy planning skills for institutional capacity development, build trust among stakeholders and residents toward subdistrict officials and various products made by residents, and encourage resident involvement. Four Communication Strategies need to be implemented: Message Strategy, Communicator Figure, Optimization of Communication Media, and Community (Resident) Engagement Strategy. The communication program needs to be continued in the areas of: public services, education, health, environment, security, socio-cultural, infrastructure, and food and nutrition. The recommendation for developing communication institutional capacity in the subdistrict is to increase involvement and dialogic communication with all less-involved publics (stakeholders) and to communicate consistently and continuously with the public in Menteng Dalam.

Keywords: Communication Strategy, Communication Planning, Instagram, Institutional Capacity, Menteng Dalam Tebet

1. INTRODUCTION

In June 2025, Sahid University (Usahid) established a partnership with the Menteng Dalam subdistrict in Tebet, South Jakarta. A Memorandum of Understanding (MoU) was signed by Prof. Dr. Nafiah Ariyani (Head of LPPM) from Usahid and the Head of Menteng Dalam, Dina Roslina, S.STP. Usahid has the opportunity to play an important role in applying the knowledge and experience of its lecturers and students to help solve problems in Menteng Dalam, which is a location for government offices, private businesses, restaurants, elite residences and apartments, as well as educational institutions. However, this contrasts with the slum and dirty conditions in some areas, such as around cemeteries, riverbanks, and other locations. The gap between the daily conditions of some malnourished and slum-dwelling residents and the grand offices and homes is quite noticeable in Menteng Dalam.

Demographically, most residents of Menteng Dalam work as employees, traders (entrepreneurs), freelancers, and in other jobs. The education level of the residents is generally high school graduates, followed by university and academy (vocational) graduates. A portion of the population are migrants who have lived there for decades. However, many migrants are also residents of the seven apartments in Menteng Dalam, such as Casablanca Apartment, The Lavande Residences, Puri Casablanca, Casa Grande Residence, and One Casablanca Residence. According to records at the Menteng Dalam subdistrict office in mid-2025, the residents' ethnicities come from various groups in Indonesia, such as Betawi, Javanese, Sundanese, Batak, and other tribes who have lived in Menteng Dalam for several generations.

Menteng Dalam is located within the Tebet sub-district, which has an area of 9.53 km² and consists of seven subdistricts: Tebet Barat, Tebet Timur, Kebon Baru, Bukit Duri, Manggarai, Manggarai Selatan, and Menteng Dalam. The Menteng Dalam subdistrict office is located at Jalan Rasamala III No. 4, Menteng Dalam. The subdistrict has a population of 45,184 people and an area of 210.60 hectares.

A review of online news and an initial interview on September 16, 2025, with Menteng Dalam Head Dina Roslina, S.STP, and Subdistrict Secretary Saiman confirmed that the stunting rate in Menteng Dalam is high in Jakarta. (<https://health.detik.com/berita-detikhealth/> and <https://kalbenutritionals.com/>). This is a national problem, as stated by the Head of the National Agency of Drug and Food Control (BPOM RI), Taruna Ikrar, who said that the health condition of children in Indonesia is not good, with 80 percent of children experiencing nutritional problems, including stunting,

malnutrition, and, on the other hand, over-nutrition. Initial interviews with the Head and Secretary of Menteng Dalam revealed that the main problems faced are in the areas of health (nutrition and stunting), inequality (in income and housing), education, cleanliness (especially waste), and job absorption (unemployment).

The 2022 Indonesian Nutrition Status Survey (SSGI) showed that DKI Jakarta has a stunting prevalence rate of 14.8 percent. According to data from the Setiabudi Community Health Center in 2023, there were 11 children diagnosed with stunting and 29 children at risk of stunting aged 0-5 years out of 1,350 children in the Menteng Atas subdistrict, which is adjacent to Menteng Dalam. This figure is the highest in South Jakarta.

In addition to child health issues, discussions before the Usahid-Menteng Dalam partnership revealed institutional capacity problems that require appropriate communication solutions to reduce stunting and other social problems. The initial interviews with the Head and Secretary of Menteng Dalam confirmed that nutrition and stunting issues, along with several social problems, need serious attention. Therefore, institutional roles need to be strengthened, which can be done through communication strategy planning to enhance institutional capacity in Menteng Dalam by involving local communities and residents.

In this context, it is relevant for Usahid, especially the Faculty of Communication Science (Fikom) and the Master of Communication Science (MIK) Program at the Usahid Postgraduate School, to conduct a Community Service (PKM) activity to find solutions to strategic problems and provide Communication Strategy Planning Training for Subdistrict officials and related parties to address several issues in Menteng Dalam.

The priority issue for which this PKM will offer solutions is to strengthen the existence of social institutions or institutions that serve as sources of information and dissemination, ensuring optimal functioning. The initial stage is identifying and mapping strategic issues and stakeholders to identify core communication issues. Next, the communication content that needs to be disseminated needs to be identified for better organization and planning, necessitating a communication strategy design model at the neighborhood unit (RT), neighborhood unit (RW) and Menteng Dalam sub-district levels.

The communication strategy design model will be offered as a solution so that it needs to be socialized and delivered through training to the implementers of institutional communication institutions (institutions) at the RT, RW to Menteng Dalam sub-district levels so that it becomes a source of information that is easy to understand and clear from designing information based on actual problems to disseminating information.

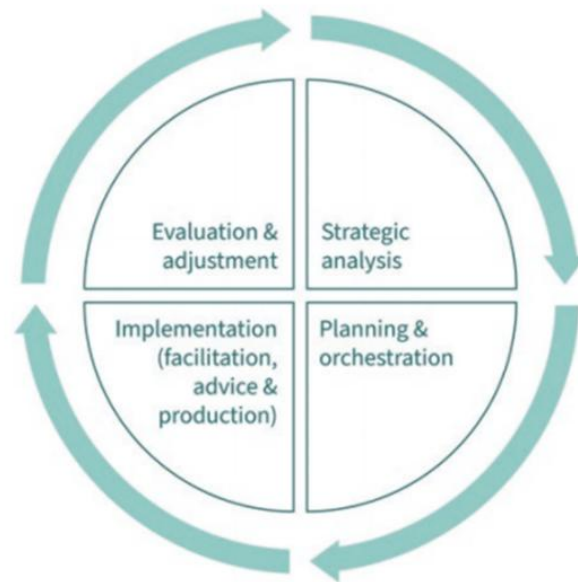
The initial stage before the training, in addition to mapping strategic issues and stakeholders, also needs to identify communication media that are now being carried out through various media and direct communication (face to face) with an interactive, fast and responsive two-way communication process to the residents of Menteng Dalam sub-district. The stages or process of designing the right communication strategy to strengthen institutional capacity need to be based on data in Menteng Dalam sub-district and find solutions to overcome several communication problems in the Menteng Dalam area.

There are several communication strategy design models from experts that can be used. First, the four-stage model from Cutlip, Center, and Broom (2016) begins with a situation analysis to define the problem, then a strategy for designing the strategy and developing the communication program, followed by program implementation and communication, and ending with program evaluation. Second, the four-phase RACE (Research, Action, Communication, Evaluation) model, detailed into ten stages and later revised into eight stages by Wilson and Ogden (2008/2021), namely: background, situation analysis, main problem, communication objectives and target audience, strategy, tactics, communication confirmation, and evaluation.

The third model, also four-phase, is detailed into nine stages by Smith (2017/2021): formative research (situation, organization, and public analysis), strategy formulation (communication objectives, strategies, and action programs), tactics (choice of tactics or activities and their implementation), and evaluative research (strategy and program evaluation). Fourth, the ROSTIR model (Research, Objectives, Strategy, Tactics, Implementation, Reporting/Evaluation) by Luttrell and Capizzo (2022).

The following is the fifth model, one of the four-stage communication strategy design models used as a reference by Lund & Refshauge (2024). This model also begins with a strategic/situational analysis, followed by orchestrated communication strategy design, implementation, and evaluation. These four stages were used for the communication strategy design of Menteng Dalam Village.

Figure 1 Four Stages of Communication Strategy Design



Sumber: Lund & Refshauge (2024)

The four-stage model is Strategic Analysis in the form of a situational analysis in the form of mapping the main communication problems or issues that need solutions and a stakeholder map. The second stage is communication planning starting from who the main target audience is, communication objectives, and communication strategies to achieve communication objectives so that they are coordinated (orchestrated from the message side, actors or communicator figures, and optimization of media use) for the main communication program which is detailed into a number of communication activities. Next, the third stage is Implementation, including the arrangement and use of available resources to the production of communication content for information dissemination through various communication media. The implementation of communication programs and activities refers to the scheduling of activities which are ultimately evaluated in the fourth stage.

2. IMPLEMENTATION METHOD

The training of communication strategy planning for increasing the capacity of communication institutional at Menteng Dalam subdistrict has a purpose to give a knowledge and understanding about the stages or planning for increasing the capacity of communication institutional at Menteng Dalam subdistrict participants in Tebet.

The training aims to provide an understanding of the stages in designing a communication strategy to strengthen the capacity of communication institutions in the Menteng Dalam sub-district. This is the contribution of the Faculty of Communication and the Usahid Student Communications Faculty (FIKom) through the implementation of the Public Relations Planning course for the Diploma/Bachelor's Degree program and the Online Reputation Management (ORM) course for the Usahid Magister Student of Communications Science. Briefly, the steps are as follows.

1. **Social Laboratory Village.** Making Menteng Dalam Village a Social Laboratory for Data Collection, Data Analysis of Key Issues and Stakeholders, Area Mapping, Design, Implementation, and Evaluation of Communication Strategies to increase the Institutional Capacity of RT/RW/Menteng Dalam Village.
2. **Cross-Study Program/Faculty Collaboration.** In practice, the Faculty of Communication and Information Technology (FIKom) and MIK can collaborate with DIK Usahid, and even across faculties, for example, with Fatepakes (Healthcare Facility) on health, food and nutrition, and environmental sustainability with the Faculty of Engineering Usahid.
3. **Data-Based Communication Strategy.** Lecturers and students went into the field to collect data on communication issues, stakeholders, and other issues, ultimately developing a Communication Strategy for Menteng Dalam Village. In fact, key issues and problems at the village level are crucial for the allocation of central government funds (such

as village funds) and the development planning process from Bappenas (Musrenbang), which captures aspirations and issues for development planning, starting at the neighborhood association (RT) or sub-district level.

4. **Implementation Training and Mentoring.** Lecturers and students provide training and mentoring on the implementation of Menteng Dalam Sub-district's Communication Strategy, in normal situations such as website management, social media, and events at the neighborhood and village levels, foster care programs or scholarships from residents to residents (philanthropy), as well as in resolving social crises and conflicts.
5. **Communication Evaluation Assistance.** Lecturers and students from the Faculty of Communication and the Usahid Student Activity Unit (MIK) assisted in evaluating the implementation of Menteng Dalam Sub-district's Communication Strategy. The evaluation results can be used by village officials and even sought by legislative candidates and political party politicians for comprehensive campaigning.

3. RESULTS AND DISCUSSION

The results of data collection through document studies, social media, in-depth interviews, field observations, and the involvement of lecturers and/or students in the Citizens' Discussion Forum at the RT, RW, and Menteng Dalam sub-district levels, Tebet, collected interesting data and information related to each stage in the Design of Communication Strategies for Institutional Capacity Development in Menteng Dalam Sub-district, Tebet, South Jakarta.

1. Situation Analysis

The results of the initial analysis conducted on Instagram posts @Kelurahan.MentengDalam from January to August 2025 found ten categories of strategic issues in various fields as presented in the following table.

Table 1 Strategic Issues Based on Posts on IG @Kelurahan.MentengDalam

No	Sector	Posting 1	Posting 2	Posting 3	Posting 4	Posting 5	Posting 6	Posting 7	Posting 8
1.	RPTRA	RPTRA Rasamala		Grand Harvest	Storytelling Literacy		RPTRA Flamboyan		
2.	Education	TBM	GEMPICA	TBM		TBM		TBM	
3.	JUS Mendal	RW 013	RW X	RW Y	RW Z	RQ A	RW C	RW D	RW E
4.	Security: Jaga Mendal	Jaga Jakarta		Jaga Kampung		Jaga Mendal		Jaga Mendal	
5.	Health	Posyandu	Stunting	Rabies Vaccination	PSN Mosquito	Dasa Wisma	Stunting	Posyandu	
6.	Koperasi dan UMKM	Koperasi /KMP		KMP	Annual Meeting	KMP Evaluation			
7.	Food and Nutrition		KPG (Klpk Peduli Gizi)		KPG		KPG		KPG
8.	Collaboration (MoU)			MOU Usahid		MOU SMK		MOU Industri	
9.	Facilities and Infrastructure	RW Street		Protocol Street	RW Street		Trash Can		
10.	Social, Arts-Culture	Jakarta dalam Warna		Betawi Cultural Parade	Arts Performance		RI Anniversary Competition		

Source: @Kelurahan.MentengDalam Official Instagram, 2025.

Figure 2 Interview with the Village Head and Secretary of the Village Head of Menteng Dalam, Tebet



The secondary data collection from this IG was followed by primary data collection through field observations and interviews using an interview guide, and other data through focus group discussions (FGDs). A summary of the interview results with Village Head Dina Roslina and Village Secretary Saiman at the Menteng Dalam Village office on September 16 revealed several important facts and confirmations, as follows:

- 1. Strategic Issues.** The main problems are socio-economic disparities, health, and infrastructure. Menteng Dalam can be likened to a “Miniature Indonesia,” where there is a social contrast (gap) between the elite residential areas in the Parta area and seven apartments with slum residential areas. There are two RWs that are categorized as light slums according to DKI Jakarta Governor Regulation (Pergub) No. 90, namely RW 01 and RW 13. Both RWs are development priorities for the DKI Jakarta regional government. Meanwhile, for elite housing, there are 7 (seven) apartments in the Mendal sub-district, four of which are the Lavande apartment, Casablanca Mansion, Puri Casablanca, and Samara Suit Apartment. In Tebet sub-district, only Mendal sub-district has many apartments in its area. Other sub-districts do not have [not many]. In addition to apartments, on the protocol/main roads in Mendal sub-district there are luxury hotels and elite malls such as Kokas and Ambassador which are shopping tourist destinations for Jakarta's elite residents. Besides shopping, there is also a religious tourism that is often visited by residents of Jakarta and its surroundings, namely pilgrimages to the Boat Mosque, tours of British cemeteries, Dutch cemeteries and the house of former American president, Barack Obama [a former US president who lived in Menteng Dalam as a child] is an attraction in itself to see the contrast and diversity of the socio-economic environment in the Mendal sub-district. The limited availability of infrastructure in the residential area of the light slum category and the narrow land, making the cemetery area a playground for children due to the lack of open space.
- 2. Health Sector,** specifically the problem of nutrition and stunting in Mendal sub-district, it has been confirmed that it is true that in Mendal sub-district, malnutrition and high stunting rates in toddlers still occur. Although there is a Nutrition Care Group (KPG) that continues to strive to reduce the number of malnutrition and stunting in Mendal sub-district. In addition, other efforts made to reduce the number of malnutrition and stunting are collaborating with the CSR Holywings (HW) Peduli, collaborating with the Windham hotel, Windham sent its professional Chef to cook nutritious food accompanied by menu supervision by the Mendal Community Health Center. Health facilities in the Mendal sub-district area are the regional general hospital (RSUD), Tebet hospital (RS) and Advent clinic. To obtain health facilities at the RSUD, Tebet hospital and the clinic, Mendal sub-district residents can use the BPJS health card facility which eases the burden for underprivileged residents. However, not all residents in Mendal sub-district have this BPJS card. Residents typically only realize the importance of having a BPJS health card when they are sick and need it. The lack of awareness of having a BPJS health card before an emergency situation is a challenge for health workers and the sub-district administration in Mendal to raise awareness of having a BPJS health card before they become ill. Therefore, a persuasive communication strategy with the right approach is needed for the residents of Mendal sub-district so that they are aware and understand the importance of having a BPJS health card to meet their health facility needs, without having to wait until they are sick first.
- 3. Education and Children.** To fulfill education needs in Mendal sub-district, Mendal residents received assistance from the Nara foundation which facilitated residents to obtain packages A, B and C. Furthermore, the Children's Forum in Mendal sub-district accompanied by RPTRA cadres participated in a plastic and non-plastic waste sorting campaign sponsored by the Non-Governmental Organization (NGO), Save The Children (STC). In addition, the Children's Forum also participated in RPTRA activities, namely Educational Cinema.

4. **Environment and Waste Management.** In the areas of RW 03, 10, and 11, there is a river crossing where when the water level rises, there is a lot of garbage. In addition to garbage from the Mendal neighborhood, there is also garbage sent from other areas. The large amount of garbage and the accumulation of garbage occur due to the bad habits of residents who like to throw garbage carelessly/inappropriately. Although there have been waste management efforts and waste bank initiatives in 12 RW, these bad habits of residents are still difficult to change. Therefore, it is important to build community awareness through a long-term and sustainable communication strategy to change the habit of residents throwing garbage carelessly, not just instructions and not an instant process of change. Communication strategy is understood as a long-term process to change the knowledge, attitudes, and behavior of residents who have bad habits of throwing garbage carelessly. A gradual communication strategy is needed, namely building awareness, shaping attitudes, and changing the actual behavior of Mendal residents. Therefore, it was agreed that training, mentoring, and the sustainability of the communication strategy program would continue, not just in 2025, but through 2026. A tagline that would encourage and motivate residents and officials of Mendal sub-district, such as "Menteng Dalam Berkarya," is needed. Work gives birth to achievement and innovation.
5. **Public communication and social media.** The high level of aspirations or needs of residents that do not align with the authority of the Village Head becomes an obstacle in public communication and resolving residents' problems completely and quickly. Public communication between the Mendal Village and its residents is carried out through the RT Forum, WhatsApp groups, Care Mendal, Siskamling, monthly coordination meetings, and larger city-level communication meetings. For complaint reports, residents can use the JAKI complaint post and Citizen Response Management (CRM). The Village Head and his team must have the initiative and responsiveness in following up and thoroughly resolving every complaint originating from the JAKI complaint post and CRM because there is a Village Head Performance Index (KPI) that is assessed every month based on the Village Head's initiative and responsiveness in resolving complaints through JAKI and CRM. The final assessment is carried out every 6 months at the city level.
6. **Social Media Platform.** For public communication and publication, Mendal sub-district also uses the Instagram social media platform. The Mendal sub-district Instagram account is managed by the Mendal Sub-district Secretary, Mr. Saiman, along with his team, the Regional Information Dissemination Officer (PPID). The Mendal Sub-district Secretary should be in charge of the Public Relations (HUMAS) role/function. The team at Mendal sub-district needs to conduct **issue mapping** to simultaneously identify stakeholders along with their interests, influences, and expectations. Thus, the provision of information that is still inconsistent and unsustainable through the Mendal sub-district Instagram account can be improved to be on target and according to the needs of residents/the public (**stakeholders**). **Agenda setting** is needed so that information posts on the Mendal sub-district Instagram account are well-programmed and sustainable. Social media management training and content creator training are also needed for the managers/admins of the Mendal sub-district Instagram account, namely the PPID.
7. **Provincial Vision and Menteng Dalam Vision.** Jakarta has a vision, namely Jakarta Global City. This vision is also the vision of the Mendal sub-district to help the city of Jakarta achieve its target, entering the ranking of 50 world cities. This is a target that must be achieved by Jakarta and supported by all sub-districts in Jakarta, including Mendal sub-district. However, there are obstacles/problems to achieving the Jakarta Global City vision, namely economic and human resources (HR) issues. To become a Lurah in Jakarta, one should have a minimum educational background of a bachelor's degree (S1) and have competent **Public Speaking** skills. But in fact, to become a Lurah, the minimum educational requirement is a high school graduate/equivalent and does not have good Public Speaking skills. Not to mention the loyalty of Generation Z (GenZ) graduates who are lacking in real-world conditions. All of these are obstacles and challenges for the Mendal sub-district to be able to support the achievement of the Jakarta Global City vision.

Situation analysis as the first stage of designing a communication strategy is followed by a PESTEL (Politics, Economy, Social, Technology, Environment, and Legal) analysis. The PESTEL analysis for Mendal sub-district is as follows.

Political situation. The political and security situation in the Menteng Dalam Subdistrict can be described as safe, conducive, and under control. This is reflected, among other things, in the relatively safe, orderly, and peaceful campaign period and results of the 2024 elections.

Economy. The economic conditions of Mendal residents are quite diverse, as many are still registered as poor and eligible for social assistance (bansos), while on the other side are magnificent buildings, offices, and elite residences, such as in the Patra area. This socioeconomic disparity is evident, among other things, in data on the prevalence of stunting and malnutrition among toddlers and children in Mendal. The presence of micro and small businesses at the family level, such as JUS Mendal, is one of the economic saviors for residents.

Social-Cultural. The cultural diversity of Mendal residents is reflected in the Indonesian Independence Day celebrations, which showcase the distinctive characteristics of the region and its ethnic groups. Performances at the Jakarta in Color event showcase the ethnic diversity of Mendal residents, yet maintain harmony within that diversity. Community camaraderie is further strengthened by the presence of Nutrition Care Groups (KPG) spread throughout all neighborhood units (RW). Furthermore, community cohesion is fostered through community service activities.

Technology. Many initiatives have given rise to innovations among Mendal residents, not only in the fields of artistic and cultural creations, but also in the food and nutrition sectors, as they have been transformed into culinary businesses. Culinary innovations, incorporating a variety of local dishes and simple technology, have proven to be an economic safety net and foster camaraderie among residents, as they purchase products from local residents.

Ecology (Environment). Environmental concern is felt in Mendal sub-district due to the presence of several parks and the existence of RTPTRA (Public Open Spaces and Child-Friendly Parks) which are meeting points for community gatherings, as well as public spaces for togetherness in maintaining the beauty and cleanliness of the Mendal environment.

Legal (Good Governance of Bureaucracy). The legal aspect is not only about enforcing the law for justice, but also relates to village governance and public services. One interesting service is Optimal Service without Paying a Fee (aka free service for processing various documents), as shown in Figure 1.

Figure 3 Public Services of Menteng Dalam Sub-district



2. Communication Problems and Communication Goals

The community service team (lecturers and students) agreed to formulate the communication problem:

Priority Problem: Meeting the need or availability of a Communication Strategy Document for Institutional Capacity Development in Kelurahan Menteng Dalam, Tebet, South Jakarta.

Solution: Together with relevant stakeholders in Kelurahan Menteng Dalam, Tebet, South Jakarta, conduct discussions and identify key issues in order to design a Communication Strategy for Institutional Capacity Development in Kelurahan Menteng Dalam, Tebet. This begins with a Situation Analysis through the Mapping of Strategic Issues in Kelurahan Menteng Dalam, Tebet, South Jakarta.

Training: In addition to discussions and designing the Communication Strategy, training is also carried out simultaneously using the Problem-Based Learning method. The training is packaged in the form of Technical Guidance (Bimtek), aimed at identifying problems faced while also providing solutions.

Priority Issues:

Strengthening the presence of institutions or social organizations in Menteng Dalam Subdistrict that serve as both sources and distributors of information, ensuring they function optimally.

Implementing a Strategic Communication Design Model as a proposed solution, which needs to be socialized and delivered through training for communication organizers at the RT, RW, and Kelurahan levels in Menteng Dalam, Tebet.

At the initial stage, it is necessary to **identify Instagram accounts as communication media** to enable direct, interactive, fast, and responsive two-way communication with residents of Menteng Dalam Subdistrict as well as external stakeholders.

Communication Objectives:

Awareness and Understanding

Introduce various cards such as KAJ and KPDJ as facilities provided by the subdistrict office.

Provide understanding of the benefits of the SIAP Card (Government Administration Information System) to at least 70% of Menteng Dalam residents.

Building Resident/Public Trust

Gradually increase residents/public trust in the Menteng Dalam Subdistrict, Tebet, towards local government officials as well as JUS Mendal products and the Merah Putih Cooperative (KMP Mendal), through transparent, healthy, and professional cooperative governance.

Resident Engagement and Support

Enhance resident participation in activities such as community service (Kerja Bakti), Posyandu, RPTRA, GEMPICA, competitions, celebrations, and social gatherings of Menteng Dalam residents.

Strengthen support and concrete actions of Menteng Dalam residents to collaborate with businesses, educational institutions, and other stakeholders.

3. Communication Strategy Design

The communication strategy design consists of message strategy, communicator figures, media optimization, and community (citizen) involvement with a summary as follows:

Message Strategy

- **Carry the main/key message: #MentengDalamBerkarya** as the central hashtag to strengthen and connect with existing hashtags.
- Thematic messages will be tied to **#MentengDalamBerkarya** in areas such as Education, Health, Environment, Food and Nutrition, Infrastructure, Socio-Cultural, Security, and others.

Communicator Figures

- Use layered communicators, starting from the Subdistrict Head (Lurah Menteng Dalam).
- Prepare a list of thematic spokespersons according to issue categories.

Media Combination and Optimization Strategy

- Combine online media (website) and mobile media (smartphones/gadgets).
- Strengthen social media presence: Instagram, YouTube, TikTok.
- Use outdoor media as information channels and reminders.
Utilize interpersonal and traditional media to enhance community engagement.

Community/Stakeholders and Resident Engagement

- Involve local communities/associations, cadres, etc.
- Leverage hobbies, sports, and cultural-art communities.
- Foster solidarity and harmony among Menteng Dalam residents.

4. Communication Programs and Activities

- 1) **Public Information and Education Program**
Objective: To increase public awareness and understanding of public services, health, education, and village government programs.
 - Activities: Creating Visual Educational Content (infographics, digital posters, Instagram reels) related to KAJ, KPDJ, stunting programs, etc.
 - Weekly campaign with the hashtag #MentengDalamBerkarya to connect issues of education, health, food, and the environment.
 - Webinar/IG Live with village heads and experts (doctors, educators, community leaders).
- 2) **Local Figure and Communicator Strengthening Program**
Objective: To increase the credibility of village officials and community leaders as trusted sources of information:
 - Public Speaking and Social Media Management training for village heads, PKK (Family Welfare Movement) cadres, Karang Taruna (Youth Organization), and RT/RW (Neighborhood Association) heads.
 - Appointment of Thematic Spokespersons (e.g., Integrated Health Service Post (Posyandu) cadres for health issues, Community Learning Center (TBM) teachers for education issues).
 - Short video profiles of local communicators on Instagram.
- 3) **Communication Media Optimization Program**
Objective: To expand communication reach through a combination of online, offline, and face-to-face media.
Activities:
 - Integrated Instagram account management with a monthly content calendar.
 - Citizen journalism training for residents to report neighborhood association (RT/RW) activities.
- 4) **Citizen and Community Engagement Program**
Objective: To encourage active citizen participation in social, cultural, environmental, and economic activities.
Activities:
 - Monthly Community Discussion Forum to identify issues and work together to find solutions.
 - #MentengDalamBerkarya Festival (arts performances, cultural parade, MSME bazaar, clean environment competition).
 - "Citizens Teach" Program (sharing skills, digital literacy, entrepreneurship).
 - Healthy Village Competition (RT/RW free of waste and stunting).
- 5) **Mentoring and Evaluation Program**
Objective: To ensure the sustainability of the communications program and measure its impact.
Activities:
 - Regular mentoring by Usahid lecturers/students in social media management and activity reporting.
 - Surveys of resident satisfaction with village services and communications every six months.
 - Preparation of the Menteng Dalam Sub-district Communication Strategy Document as an official guideline.

5. Communication Program Implementation Plan

a. Priority programs and communication activities

- Public Information and Education Program (service education, health, education, stunting)
- Local Figure and Communicator Strengthening Program (public speaking training, thematic spokesperson training)
- Communication Media Optimization Program (Instagram management, citizen journalism)

4. CONCLUSION AND RECOMMENDATION

The training of Strategic Communication Planning (SCP) for increasing the capacity of communication institutional at Menteng Dalam subdistrict has been conducted through socialization, analysis and education has succeeded in increasing the knowledge of Menteng Dalam subdistrict participants in Tebet, South Jakarta. This was shown in the pretest and post-test values, there was an increase of knowledge for SCP for increasing the capacity of communication institutional at Menteng Dalam subdistrict. Overall, partners positively responded to the training of Strategic Communication Planning for increasing the capacity of communication institutions at Menteng Dalam, Tebet. This training is expected to be a motivation and socialization medium for SCP to increase the capacity of communication institutions at Menteng Dalam subdistrict, Tebet, South Jakarta.

There are some recommendations and solutions for strengthening the communication institutions at Menteng Dalam Sub-district: designing and implementing gradual communication strategy to build awareness, shaping attitudes, and changing the actual behavior of Mendal residents; conducting social media management and content creator training for the supervisors/admins of the Mendal sub-district Instagram account; using thematic messages with the hashtag **#MentengDalamBerkarya** in areas such as Education, Health, Environment, Food and Nutrition, Infrastructure, Socio-Cultural, Security, and others; implement layered communicators, starting from the Subdistrict Head (Lurah Menteng Dalam); combine online media (website), social media, and mobile media (smartphones/gadgets); strengthen social media presence: Instagram, YouTube, and TikTok; use outdoor media as information channels and reminders; and utilize interpersonal and traditional media to enhance community engagement.

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