

ABSTRAK

Febian, Moh Ar Raafi Ahsa. 2025. *Strategi Humas SL_Project Pada Pelaksanaan Event Mountain Bike Gosil 6 Di Yayasan Pondok Pesantren Miftahul Ulum Banyuwangi*, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Dr. Sudahri, S.Sos., M.I.Kom.

Kata kunci: Strategi humas, Panitia Gosil 6, Event Organizer, Mountain Bike, Manajemen Humas Simetris Dua Arah

Program Proyek/Studi Independent di Universitas Muhammadiyah Jember merupakan salah satu metode pembelajaran dalam kebijakan Kampus Merdeka, yang memberikan kesempatan kepada mahasiswa untuk mengembangkan ide inovatif melalui kegiatan yang tidak tercakup dalam kurikulum. Salah satu kegiatan yang diadakan adalah Mountain Bike Gosil 6, yang diselenggarakan oleh SL_Project dan Pondok Pesantren Miftahul Ulum Wongsorejob Banyuwangi. Penelitian ini bertujuan untuk menganalisis strategi humas SL project dalam menyelenggarakan *event* mountain bike gosil 6 yang diselenggarakan di Yayasan Pondok Pesantren Miftahul Ulum Banyuwangi dengan mengacu pada teori manajemen humas simetris dua arah. Penelitian ini menggunakan metode deksriptif kualitatif dengan tujuh informan. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Dalam upaya mensukseskan *event* Acara ini bertujuan untuk memperingati haul ponpes dan mempromosikan gaya hidup sehat serta pelestarian lingkungan. Dalam upaya mempromosikan *event* Mountain Bike, SL_Projek menggunakan media sosial Facebook dan WhatsApp, serta membangun komunikasi yang baik dengan komunitas pecinta sepeda gunung. Strategi tersebut dinilai berhasil karena pada *event* Gosil 6 ini terdapat kenaikan peserta hingga mencapai hampir 200% dari tahun-tahun sebelumnya.

ABSTRACT

Febian, Moh Ar Raafi Ahsa. 2025. Public Relations Strategy SL_Project the Implementation of the Gosil 6 Mountain Bike Event at the Miftahul Ulum Banyuwangi Islamic Boarding School Foundation, Communication Science Study Program, Faculty of Social and Political Sciences, University of Muhammadiyah Jember. Advisor: Dr. Sudahri, S.Sos., M.I.Kom.

Keywords: *Public Relations Strategy, Gosil 6 Committee, Event Organizer, Mountain Bike, Two-Way Symmetrical Public Relations Management*

The Independent Project/Study Program at University of Muhammadiyah Jember is one of the learning methods in the Merdeka Campus policy, providing students with the opportunity to develop innovative ideas through activities not included in the curriculum. One of the activities held is the Mountain Bike Gosil 6, organized by SL_project and the Miftahul Ulum Islamic Boarding School in Wongsorejo. This study aims to analyze the public relations strategy of SL_Project in organizing the Mountain Bike Gosil 6 event, held at the Miftahul Ulum Islamic Boarding School Foundation in Banyuwangi, by referring to the two-way symmetrical public relations management theory. The research employed a qualitative descriptive method involving seven (7) informants. Data were collected through observation, interviews, and documentation. The event aimed to commemorate the haul of the boarding school, promote a healthy lifestyle, and encourage environmental preservation. To promote the Mountain Bike event, SL_Project utilized Facebook and WhatsApp as promotion media and established strong communication with the mountain biking community. This strategy was considered successful, as the Gosil 6 event saw an increase in participants of nearly 200% compared to previous years.