

**COMMUNICATION STRATEGY OF YOUTH INFORMATION AND
COUNSELING CENTER (PIK-R) MERPATI ON THE PLANNING
GENERATION PROGRAM AT SMKN 3 IN BENGKULU CITY**

By:
Girana Dea Syafira,¹ Sri Narti,² Saptia Sari³

ABSTRACT

The Genre Program is a forum for developing national character because it teaches teenagers to stay away from early marriage, premarital sex and narcotics. The research aims to determine the Communication Strategy of Youth Information and Counseling Center (PIK R) on the Planning Generation Program at SMKN 3 in Bengkulu City. The method used in this research is qualitative research. This research uses the Everett M. Rogers innovation diffusion communication model which consists of: knowledge, persuasion, decision, and confirmation. The results of the research show that first, PIK R Merpati at SMKN 3 in Bengkulu City provides knowledge of the importance of maintaining adolescent reproductive health simply by conducting socialization directly during student orientation (MOS) for SMKN 3 in Bengkulu City students, namely through regular meetings with PIK R Merpati members. Furthermore, knowledge is also carried out through indirect socialization via the Instagram account @pikrmerpatismkn3. Second, the persuasion of PIK R Merpati trainer is by giving appreciation to the students in the form of gifts for being active in education about maintaining adolescent reproductive health. The socialization media used by PIK R Merpati is by distributing videos and pamphlets on the social media Instagram account @pikrmerpatismkn3 such as animations and cartoons. Third, the decision of the students at SMKN 3 in Bengkulu City was that the majority accepted it while only one student rejected it. Fourth, confirmation that students at SMKN 3 in Bengkulu City have received good education on maintaining adolescent reproductive health for the reason that they consider this information important. Meanwhile, students who refuse education do so because they do not get permission from their parents. The Communication Strategy of Youth Information and Counseling Center (PIK R) on the Planning Generation Program at SMKN 3 in Bengkulu City has been running well but has not been fully maximized because the number of followers of PIK R Merpati participants has not shown a significant increase in the number of followers of PIK R activities every year. because the communication strategy focuses more on face-to-face socialization, while socialization through only Instagram accounts should involve more social media as an educational medium.

Keywords: *Communication Strategy, Diffusion of Innovation, Youth Information and Counseling Center.*