

STRATEGI KOMUNIKASI GEREJA KATHOLIK SANTO YOSEPH DALAM MENGHADAPI PANDEMIK COVID-19 DI KALANGAN KAUM MUDA

ABSTRAK

Abstract: *The Corona Virus has spread throughout the world. WHO advises every country leader to enact a program to stop the spread of Corona viruses such as work from home and stay at home. The Indonesian Government implemented the program and found negative effects such as mental health disorders in society.*

The Catholic Church of Saint Yoseph also adopted the program and saw that the program had an impact on young people who were working because they found stress and were worried about the layoffs and the activities were disrupted.

The study was conducted to determine the communication strategy of the Catholic Church of Saint Yoseph in the face of a Covid-19 pandemic among young people using qualitative descriptive methods, data collection techniques using semi-structured, in-depth interview techniques, observations and documentation. The study concluded that the strategy used was to provide positive activities such as live streaming Misa, online catechesis, rosary Prayer, sharing with the members of the Catholic people and personally by using social media such as Instagram, YouTube and WhatsApp.

keywords: *chatolic chruch of saint yoseph, communication strategy, the covid-19 pandemic, youth.*

Abstrak: Virus Corona telah menyebar ke seluruh dunia. WHO menyarankan kepada setiap pemimpin negara memberlakukan program untuk memberhentikan penyebaran virus Corona yaitu *work from home* dan *stay at home*. Pemerintah Indonesia menerapkan program tersebut dan ditemukan efek negatif seperti gangguan kesehatan jiwa pada masyarakat.

Gereja Katholik Santo Yoseph juga menerapkan program tersebut dan melihat bahwa program tersebut berdampak pada kaum muda yang bekerja karena ditemukan mereka mengalami *stress* dan khawatir akan di PHK serta segala aktivitas menjadi terganggu.

Penelitian ini dilakukan untuk mengetahui strategi komunikasi Gereja Katholik Santo Yoseph dalam menghadapi pandemik Covid-19 di kalangan kaum muda dengan menggunakan metode deskriptif kualitatif, teknik pengumpulan data menggunakan teknik wawancara mendalam semi terstruktur, observasi dan dokumentasi. Penelitian ini menyimpulkan bahwa strategi yang digunakan adalah memberikan kegiatan positif seperti *live streaming misa*, *katakese online*, *Doa Rosario*, *sharing* bersama anggota orang muda Katholik maupun secara pribadi dengan menggunakan media sosial seperti *instagram*, *youtube* dan *whatsapp*.

kata kunci: gereja katholik santo yoseph, muda-mudi, pandemik covid-19, strategi komunikasi.