ABSTRAK

Maraknya penipuan digital yang mengatasnamakan PT TASPEN menyasar pensiunan Aparatur Sipil Negara (ASN) sebagai kelompok lansia yang rentan akibat keterbatasan literasi digital. Penelitian ini bertujuan untuk menganalisis strategi komunikasi Bidang *Corporate Communication* TASPEN dalam upaya menangani penipuan digital di kalangan pensiunan ASN. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi, serta dianalisis menggunakan Model Perencanaan Strategis Public Relations Ronald D. Smith yang terdiri atas empat fase: riset formatif, strategi, taktik, dan riset evaluatif. Hasil penelitian menunjukkan riset formatif TASPEN bersifat reaktif, dipicu lonjakan kasus *phishing* pasca-peluncuran aplikasi Andal by TASPEN, dan belum didasarkan pada kajian literasi digital khusus pensiunan. Pada fase strategi, koordinasi proaktif dengan berbagai belum berdampak langsung pada pensiunan, karena kewaspadaan mereka lebih banyak terbentuk dari pengalaman pribadi dan pihak eksternal. Fase taktik memperlihatkan saluran konvensional seperti radio dan tatap muka lebih efektif dibanding media digital, sementara distribusi materi cetak belum merata. Evaluasi program masih berfokus pada kinerja organisasi, belum mengukur perubahan sikap dan perilaku individu.

Kata Kunci: Strategi Komunikasi, Humas, Penipuan Digital, Pensiunan ASN, Perencanaan Strategis Public Relations

ABSTRACT

The rise of digital fraud in the name of PT TASPEN targets retired Civil Servants (ASN), who represent a vulnerable elderly group due to limited digital literacy. This study aims to analyze the communication strategy of TASPEN's Corporate Communication Department in its efforts to address digital fraud among retired civil servants. This study employs a descriptive qualitative method, with data collection techniques comprising interviews, observation, and documentation. The data were analyzed using Ronald D. Smith's Strategic Planning for Public Relations model, which consists of four phases: formative research, strategy, tactics, and evaluative research. The results of the study show that TASPEN's formative research is reactive, triggered by a surge in phishing cases following the launch of the "Andal by TASPEN" application, and has not yet been based on a specific digital literacy study of retirees. In the strategy phase, proactive coordination with various stakeholders has not had a direct impact on retirees, as their awareness is largely shaped by personal experience and external parties. The tactics phase reveals that conventional channels, such as radio and face-to-face communication, are more effective than digital media, while the distribution of printed materials remains uneven. Program evaluation still focuses on organizational performance, rather than measuring changes in individual attitudes and behaviors.

Keywords: *Communication Strategy, Public Relations, Digital Fraud, Retired Civil Servants, Strategic Planning for Public Relations*