

ABSTRAK

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Strategi Komunikasi Dinas Kebudayaan DIY dalam Pelestarian Kebudayaan Di Desa Budaya Bangunjiwo Yogyakarta

Dalam perkembangannya, budaya dan kesenian telah direkonstruksi dan direpresentasikan dalam memori masyarakat sebagai bentuk kebudayaan maupun kesenian rakyat yang memiliki nilai fungsi. Khususnya di desa Bangunjiwo sendiri merupakan desa binaan dari Dinas Kebudayaan DIY yang telah dinobatkan sebagai Desa Budaya karena merupakan desa yang memiliki potensi baik dalam pelestarian budayanya.

Masalah yang kian ditakutkan yakni adalah hilangnya kesadaran masyarakat Yogyakarta akan budaya-budaya dan kesenian di Yogyakarta. Oleh karena itu, Dinas Kebudayaan Provinsi DIY perlu menggunakan strategi komunikasi yang tepat dalam upaya pelestarian kesenian kebudayaan.

Dengan adanya masalah diatas dinas kebudayaan DIY melakukan sebuah strategi komunikasi dengan cara membangun desa budaya di desa bangunjiwo Yogyakarta, sarasehan, selendang sutra, dan sosialisasi NIK kelompok kesenian yang ada di desa tersebut, melalui pendamping desa bangunjiwo.

Pendamping desa yang diterjunkan langsung dilapangan bertugas sebagai pen jembatan antara Dinas dan juga masyarakat desa Bangunjiwo supaya penyampaian informasi dan rencana kerja dapat berjalan dengan baik.

Kata Kunci : Strategi Komunikasi, Pelestarian, Kebudayaan.

ABSTRACT

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The Communication Strategy of Departement of Culture of Yogyakarta Special Region (DIY) in Culture Preservation in Culture Village of Bangunjiwo Yogyakarta

In the development, culture and art have been reconstructed and represented in the memory of the society as a form of culture as well as art of the people that has functional value. Especially, Bangunjiwo village is a guided village of Department of Culture of DIY that has been appointed as Culture Village because the village has a good potential in its culture preservation.

The problem that is more being worried is the loss of the awareness of Yogyakarta people on cultures and arts in Yogyakarta. So, Department of Culture of DIY needs to use an appropriate communication strategy in the culture and art preservation effort.

With the existing problem above, the Department of Culture of DIY does a communication strategy by building culture village in Bangunjiwo village of Yogyakarta, having workshop, making silk scarf and socializing NIK of the art group in the village, through Bangunjiwo village companion.

The village companion that is directly assigned in the field is in charge as the connector between the Department and the people of Bangunjiwo village so that the delivery of the information and work plan can run well.

Key Word: Communication Strategi, Perservation, Culture