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ABSTRAK

Daerah Istimewa Yogyakarta (DIY) merupakan salah satu provinsi di Indonesia yang melekat dengan unsur kebudayaan yang beragam, salah satunya adalah keberagaman kepercayaan. Keberagaman tersebut menanamkan nilai-nilai kebaikan di masyarakat yang diwujudkan dalam program-program pemberdayaan masyarakat berbasis rumah ibadah. Fenomena tersebut tidak terlepas dari peran strategi komunikasi, dimana komunikasi mengambil peran dalam proses aktualisasi pembangunan masyarakat. Tujuan dari penelitian ini adalah untuk mengidentifikasi strategi komunikasi dalam program pemberdayaan masyarakat yang terdapat di 6 (enam) rumah ibadah dalam mendukung pembangunan masyarakat di DIY. Penelitian ini merupakan penelitian kualitatif deskriptif dengan teknik pengambilan data wawancara mendalam, observasi partisipatif, dan studi pustaka. Hasil temuan dari penelitian ini dideskripsikan melalui kerangka strategi komunikasi model ACADA (*Assessment, Communication Analysis, Design, dan Action*). Berdasarkan hasil penelitian, seluruh rumah ibadah sudah memenuhi seluruh tahapan *Assessment, Communication Analysis, Design, dan Action*. Khususnya sudah mengoptimalkan pemanfaatan jaringan komunikasi antar rumah ibadah dengan pihak eksternal diantaranya LSM, organisasi mahasiswa, pemerintahan setempat, dan masyarakat umum. Namun, belum memaksimalkan upayanya dalam tahapan analisis situasi komunikasi dan evaluasi komunikasi. Pentingnya mengoptimalkan strategi komunikasi dan menjaga relasi dengan pihak eksternal dapat menjembatani rumah ibadah dengan masyarakat yang lebih luas sehingga aktualisasi tujuan pembangunan masyarakat dapat tercapai.

Kata Kunci: Strategi Komunikasi, Pemberdayaan Masyarakat, Daerah Istimewa Yogyakarta.

Communication Strategy of Community Empowerment Program based on The Houses of Worship in The Special Region of Yogyakarta

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ABSTRACT

The Special Region of Yogyakarta or Daerah Istimewa Yogyakarta (DIY) is one of the provinces in Indonesia that is known by its various cultural elements, one of them is the diversity of beliefs. This diversity encouraged the good values in society which are manifested in community empowerment programs based on houses of worship. This phenomenon cannot be separated from the role of communication strategy, where communication plays a big role in the actualization process of community development. The purpose of this study is to identify communication strategy of the community empowerment programs in 6 (six) houses of worship in supporting the community development in DIY. This research is a descriptive qualitative research with in-depth interview data collection techniques, participatory observation, and literature study. The findings of this study are described through the communication strategy framework of the ACADA model (Assessment, Communication Analysis, Design, and Action). Based on the findings, all houses of worship have met all stages of Assessment, Communication Analysis, Design, and Action. Especially, it has optimized the use of communication networks between houses of worship and external parties including NGOs, student organizations, local governments, and the community. However, it has not maximized its efforts in the stages of communication situation analysis and communication evaluation. The importance of optimizing communication strategy and maintaining relations with external parties can bridge the houses of worship with the wider community therefore the actualization of community development goals can be achieved.

Key Words: Communication Strategy, Community Empowerment, Special Region of Yogyakarta