

ABSTRACT

Organic public relations appears as a form of development from the conventional community relations concept. This trend began to be applied by public relations practitioners in various fields such as culture, public diplomacy, and health. However, the empirical research that elaborates the practice of organic public relations in tourism field is still very limited. Hence, this research aims to identify the organic public relations practice which is performed by Spedagi to create the village sustainable community as the tourist destination management for the Papringan Market in rural areas. This qualitative research is carried out using case study method to elaborate the organic public relations practices in Ngadiprono village. This research describes the working principle of organic public relations based on organic model of public relations concept. The research findings indicate that the implementation of village revitalization program conducted by Spedagi in the Ngadiprono village is a form of organic public relations practice in tourism field, because in its implementation it has fulfilled the six basic principles of organic public relations practice. However in macro terms, the characteristic of this village revitalization idea is still top-down, only the process is carried out organically. Technically, participatory communication becomes the basic principle of the organic public relations practice that performed by Spedagi in Ngadiprono village. This practice has successfully formed the Ngadiprono community into an independent village community that capable of managing Papringan Market as a tourist destination. On the other hand, the practice of Spedagi's organic public relations still has not been able to overcome the urbanization problem in the village. This research contributes to the development of public relations studies in the tourism field, by synergizing public relations issues with environment, social culture, and tourism field. Practically, this research may enrich the study in role of public relations in tourism field, which is to become a facilitator of change for the tourist destination management community, especially in rural areas.

Key words: Organic public relations, Ngadiprono Village, Village revitalization, Spedagi, Papringan Market

ABSTRAK

Organic public relations muncul sebagai bentuk perkembangan dari konsep hubungan komunitas konvensional. Tren ini mulai diaplikasikan praktisi *public relations* di berbagai bidang seperti budaya, diplomasi publik, dan kesehatan. Namun, riset empiris yang mengelaborasi praktik *organic public relations* di bidang pariwisata masih sangat terbatas. Untuk itu, riset ini bertujuan mengidentifikasi praktik *organic public relations* yang dilakukan Spedagi untuk mewujudkan *village sustainable community* yang mampu mengelola Pasar Papringan sebagai destinasi wisata di kawasan pedesaan. Riset kualitatif ini dilakukan menggunakan metode studi kasus untuk mengelaborasi praktik *organic public relations* Spedagi di Dusun Ngadiprono. Riset ini mendeskripsikan prinsip kerja *organic public relations* berdasarkan konsep *An Organic Model of Public Relations*. Temuan riset ini mengindikasikan bahwa implementasi program revitalisasi desa yang dilakukan Spedagi di Dusun Ngadiprono merupakan bentuk praktik *organic public relations* di bidang pariwisata, sebab dalam pelaksanaannya telah memenuhi enam prinsip dasar praktik *organic public relations*. Namun, secara makro gagasan revitalisasi desa ini bersifat *top-down*, prosesnya saja yang dijalankan secara organik. Secara teknis, komunikasi partisipatif menjadi tumpuan praktik *organic public relations* oleh Spedagi di Ngadiprono. Hal ini berhasil membentuk warga Ngadiprono menjadi komunitas desa mandiri dalam mengelola Pasar Papringan sebagai destinasi wisata. Disisi lain, praktik *organic public relations* Spedagi tersebut belum mampu menjadi solusi bagi problem urbanisasi di desa tersebut. Riset ini berkontribusi pada pengembangan kajian *public relations* di bidang pariwisata, dalam menyinergikan isu *public relations* dengan lingkungan, sosial budaya, dan pariwisata. Secara praktis, riset ini menambah referensi peran *public relations* di bidang pariwisata, yaitu menjadi fasilitator perubahan bagi komunitas pengelola destinasi wisata khususnya di pedesaan.

Kata kunci: *organic public relations*, Dusun Ngadiprono, revitalisasi desa, Spedagi, Pasar Papringan