



INTISARI

Laporan Akhir ini menganalisa implementasi tahapan strategi *community relations* pada program pemberdayaan masyarakat berupa Sendratari Dewi Hariti dan Dewi Tara oleh Balai Pelestarian Cagar Budaya D.I. Yogyakarta (BPCB DIY). Metode yang digunakan adalah metode kualitatif; data penelitian diperoleh dari studi lapangan dan pustaka. Dalam studi lapangan, penulis melakukan observasi selama masa magang di Unit Kerja Penyelamatan, Pengembangan, dan Pemanfaatan BPCB DIY selama satu bulan dan mewawancarai penanggung jawab program dan pihak terkait lainnya mengenai pelaksanaan program pemberdayaan masyarakat. Dalam studi pustaka, penulis mengumpulkan data dengan membaca buku, artikel, dan jurnal yang berkaitan dengan penelitian. Data yang diperoleh kemudian disusun dalam hasil penelitian. Hasil penelitian menunjukkan bahwa BPCB DIY pada tahun 2019 kembali melaksanakan kegiatan Pemberdayaan Masyarakat berupa pembuatan Sendratari Dewi Hariti di Candi Banyunibo dan Dewi Tara di Candi Kalasan. Tahapan yang diimplementasikan pada program pemberdayaan masyarakat ini menggunakan strategi *community relations; defining the program, planning and programming, taking actions and communications, dan evaluating the program*. Masing-masing tahapan dalam *community relations* dilakukan dengan baik oleh tim kajian BPCB DIY, hanya saja pada tahapan *taking action and communication* terdapat kendala berupa pemotongan anggaran dana sehingga program ini belum terealisasikan dengan sempurna, dan akan dilanjutkan pada tahun 2020.

Kata Kunci: Pemberdayaan Masyarakat, *Community Relations*, Sendratari, Kajian, BPCB DIY.



ABSTRACT

This final paper analyzes the implementation of community relations strategy in Community Empowerment Program in the form of Dewi Tara and Dewi Hariti Ballet Show by Balai Pelestarian Cagar Budaya D.I. Yogyakarta (BPCB DIY). The method used is qualitative method; the research data were obtained from field study and literature study. In the field study, the writer did observation while doing an internship in the Rescue, Development, and Utilization Work Unit of the BPCB DIY for a month and interviewed the Person in Charge of the program, and other related parties regarding the implementation of the Community Empowerment Program. In literature study, the writer collected the data by reading books, articles, and journals related to the topic of the writer's research. The data obtained were compiled in the result of study. The result of the study indicated that BPCB DIY in 2019 carried out Community Empowerment Program in the form of making Dewi Hariti Ballet in Banyunibo Temple and Dewi Tara Ballet in Kalasan Temple. The stages implemented in this program use the community relations strategy; defining the program, planning and programming, taking actions and communications, and evaluating the program. Each of the steps in community relations strategy is carried out well by the BPCB DIY study team. However, in taking action and communication steps, there are obstacles in the form of budget cuts so that this program has not been appropriately realized and will be continued in 2020.

Keywords: Community Empowerment, Community Relations, Ballet Show, Study, BPCB DIY.