

## TABLE OF CONTENTS

<b>HALAMAN PENGESAHAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	<b>ii</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>iii</b>
<b>ABSTRAK</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>TABLE OF CONTENTS</b> .....	<b>vi</b>
<b>LIST OF CHARTS</b> .....	<b>viii</b>
<b>LIST OF FIGURES</b> .....	<b>ix</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1. Background of Study.....	1
1.2. Objective of Study.....	4
1.3. Scope of Study .....	4
1.4. Method of Study.....	4
1.4.1. Method of collecting data .....	4
1.4.2. Method of analyzing the data.....	5
1.4.3. Method of Presenting the Data .....	5
1.5. Presentation. ....	5
<b>CHAPTER 2 GENERAL DESCRIPTION OF DINAS KEBUDAYAAN SLEMAN</b> .....	<b>6</b>
2.1. The Establishment of Dinas Kebudayaan Sleman Regency .....	6
2.2. Profile of Dinas Kebudayaan Sleman .....	6
2.3. Vision and Mission.....	8
2.4. Organization Structure of Dinas Kebudayaan Sleman.....	9
2.5. The Division of Dinas Kebudayaan Sleman. ....	11
2.5.1 Cultural Heritage, Values, and Traditions Division.....	11
2.5.2. Art Division .....	13
2.5.3. Cultural Documentation, Facilities and Infrastructure Division.....	14
<b>CHAPTER 3 THE IMPLEMENTATION OF COMMUNICATION STRATEGIES IN WAYANG SISWA EVENT BY DINAS KEBUDAYAAN SLEMAN</b> .....	<b>16</b>
3.1. The General Description of Event.....	16
3.2. The Concept of Communication Strategies .....	17
3.3. The General Description of Wayang Siswa .....	20
3.4. The Implementation of Communication Strategies in Wayang Siswa Event by Dinas Kebudayaan Sleman.....	22
3.4.1. Recognize the Target Audience .....	23



3.4.3.	Determine the Method. ....	24
3.4.4.	The Use of Communication Media.....	25
3.5.	The Role of Dinas Kebudayaan in Wayang Siswa Event to Preserve the Local Culture.....	27
3.6.	Evaluation on the Implementation of Communication Strategy.....	28
<b>CHAPTER 4 CONCLUSSION</b> .....		31
<b>WORKS CITED</b> .....		33
<b>APPENDIX 1: LIST INFORMANTS</b> .....		34
<b>APPENDIX 2: DOCUMENTATION OF WAYANG SISWA EVENT</b> .....		35
<b>APPENDIX 3: CURRICULUM VITAE</b> .....		37
<b>APPENDIX 4: LOGBOOK</b> .....		38



UNIVERSITAS  
GADJAH MADA

**THE IMPLEMENTATION OF COMMUNICATION STRATEGIES IN WAYANG SISWA EVENT BY DINAS  
KEBUDAYAAN SLEMAN**

NURUL LIA FITRIANA S, Wahyu Kartika Wienanda, S.Pd., M.Pd

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

**LIST OF CHARTS**

Chart 1. Organization Structure of Dinas Kebudayaan Sleman ..... 12



## **LIST OF FIGURES**

Figure 1. Website of Dinas Kebudayaan .....	8
Figure 2. The Official Website of Dinas Kebudayaan Sleman .....	27
Figure 3. The Official Twitter of Dinas Kebudayaan Sleman .....	27