

COVER .....	i
HALAMAN SAMPUL .....	ii
HALAMAN PENGESAHAN .....	iii
PERNYATAAN BEBAS PLAGIASI .....	iv
ACKNOWLEDGEMENT .....	v
ABSTRAK .....	vi
ABSTRACT .....	vii
TABLE OF CONTENTS .....	viii
LIST OF TABLES .....	x
LIST OF FIGURES .....	xi
CHAPTER 1 INTRODUCTION .....	1
1.1. Background of Study .....	1
1.2. Objectives of Study .....	6
1.3. Significance of Study .....	7
1.4. Scope of Study .....	8
1.5. Literature Review and Operational Definition .....	9
CHAPTER 2 RESEARCH METHODOLOGY .....	17
2.1. Theoretical Framework .....	17
2.1.1. Communication .....	17
2.1.2. Public Relations in Government .....	19
2.1.3. Strategy .....	21
2.1.4. Public Relations Campaigns .....	22
2.1.5. Public Relations Channels or Media .....	26
2.1.6. Regional Branding .....	27
2.1.7. History of <i>Kabupaten Kulon Progo</i> .....	29
2.1.8. Profile of <i>Kabupaten Kulon Progo</i> .....	30
2.1.8.1. General Condition .....	30
2.1.8.2. Geographical Condition .....	32
2.1.8.3. Socio-Cultural Condition .....	33
2.1.8.4. Vision and Mission .....	33
2.1.8.4.1. Vision: Middle-term Development of <i>Kabupaten Kulon Progo</i> 2017-2022 .....	33
2.1.8.4.2. Mission: Middle-term Development of <i>Kabupaten Kulon Progo</i> 2017-2022 .....	34
2.1.8.5. Regional Identity .....	34
2.1.8.6. Organizational Structure .....	36
2.1.8.7. Economic and Cultural Policy-Making Process in <i>Kabupaten Kulon Progo</i> .....	38
2.1.8.8. Profile of Regent Hasto Wardoyo .....	41
2.2. Research Design .....	42
2.3. Research Instrument .....	44
2.4. Methods of Data Analysis .....	46
CHAPTER 3 COMMUNICATION STRATEGIES OF <i>BELA BELI KULON PROGO</i> ECONOMIC AND CULTURAL POLICY THROUGH MEDIA CAMPAIGNS TO BUILD REGIONAL BRANDING IN THE ERA OF REGENT HASTO WARDOYO (2017-2019)	

.....	47
3.1. <i>Bela Beli Kulon Progo</i> .....	47
3.1.1. History of <i>Bela Beli Kulon Progo</i> .....	47
3.1.2. Description of <i>Bela Beli Kulon Progo</i> .....	49
3.1.3. Implementation Programs of <i>Bela Beli Kulon Progo</i> Economic and Cultural Policy .....	51
3.1.3.1. <i>ToMiRa (Toko Milik Rakyat)</i> .....	51
3.1.3.2. <i>AirKu</i> .....	53
3.1.3.3. <i>Rasda (Beras Daerah)</i> .....	54
3.1.3.4. <i>Batik Geblek Renteng</i> .....	56
3.2. Communication Strategies Implementation in <i>Bela Beli Kulon Progo</i> .....	57
3.3. Media Campaigns of <i>Bela Beli Kulon Progo</i> (2017-2019) .....	60
3.3.1. Non-electronic Media .....	60
3.3.1.1. Events and Festivals .....	61
3.3.1.1.1. Yogyakarta Museum Exhibition .....	61
3.3.1.1.2. <i>Bedah Buku Bela Beli Kulon Progo</i> .....	62
3.3.1.1.3. <i>Gerakan Nasional UMKM Go Online Menuju 8 Juta UMKM</i> .....	63
3.3.1.1.4. <i>belabeliku.com</i> Marketplace Seminar and Training .....	64
3.3.1.1.5. <i>Gebyar Sewu Canthing</i> .....	65
3.3.1.1.6. <i>Gebyar UKM: Deklarasi UKM Zaman Now</i> .....	66
3.3.1.1.7. <i>Literasi Digital UMKM for belabeliku.com</i> .....	67
3.3.1.1.8. Trisakti Tourism Award Expo 2019 .....	68
3.3.1.2. <i>Bela Beli Kulon Progo</i> Book .....	69
3.3.1.3. Speech of Regent Hasto Wardoyo .....	70
3.3.1.4. Newspapers (News Clippings) .....	71
3.3.2. Electronic Media .....	73
3.3.2.1. Social Media .....	73
3.3.2.1.1. Instagram .....	74
3.3.2.1.1.1. <i>Dinas Koperasi UKM Kabupaten Kulon Progo (@dinaskoperasiukmkp)</i> .....	74
3.3.2.1.1.2. <i>Dinas Kebudayaan Kabupaten Kulon Progo (@dinbud_kp)</i> .....	76
3.3.2.1.1.3. <i>Dinas Pariwisata Kabupaten Kulon Progo (@dinparkulonprogo)</i> .....	77
3.3.2.1.1.4. <i>Dinas Komunikasi dan Informatika Kabupaten Kulon Progo (@dinaskominfo)</i> .....	79
3.3.2.1.2. YouTube .....	82
3.3.2.1.3. <i>belabeliku.com</i> Website .....	85
3.3.2.2. Mass Media .....	87
3.3.2.2.1. Online News .....	87
3.3.2.2.2. Online Releases .....	91
3.3.2.3. Radio .....	93
3.3.2.4. Television .....	95
<b>CHAPTER 4 CONCLUSION AND RECOMMENDATION</b> .....	<b>98</b>
4.1. Result of Findings and Discussion .....	98
4.2. Recommendations .....	99
<b>WORK CITED</b> .....	<b>100</b>
<b>APPENDIX</b> .....	<b>103</b>