

### **ABSTRAKSI**

Ada banyak anggapan bahwa museum adalah bangunan kuno yang memamerkan berbagai koleksi bersejarah. Museum, sejatinya semata-mata memamerkan benda-benda koleksi saja. Museum memiliki tujuan studi, pendidikan, dan kesenangan. Benda-benda koleksi memiliki makna kesejarahan yang mengandung nilai-nilai tertentu. Harapan setelah mengunjungi museum, seseorang dapat memperoleh inspirasi yang melahirkan harapan hidup.

Barahmus DIY selaku organisasi nonprofityang mewadahi museum-museum se-DIY berusaha meningkatkan kesadaran masyarakat terhadap museum. Upaya tersebut terlihat dari berbagai kegiatan dan publikasi media yang ada. Peneliti menggunakan pendekatan kualitatif dan metode penelitian studi kasus deskriptif untuk menjabarkan bagaimana manajemen komunikasi yang dilakukan Barahmus DIY. Jenis data kualitatif primer dan sekunder didapat dari pengumpulan data lewat wawancara, observasi, dan studi pustaka.

Barahmus DIY menghadapi tantangan dan hambatan dalam usahanya meningkatkan kesadaran masyarakat terhadap museum. Tantangan yang dihadapi adalah pandangan negatif masyarakat terhadap museum. Hambatan yang dihadapi adalah museum yang belum siap dikunjungi baik dari segi fisik bangunan maupun sumber daya manusia museum.

Barahmus DIY bekerja sama dengan museum-museum DIY, AMI, dan Dinas Kebudayaan DIY dalam berkegiatan. Namun, manajemen komunikasi Barahmus DIY masih kurang dioptimalkan. Target yang disasar Barahmus DIY adalah masyarakat secara luas. Publikasi di berbagai saluran media dirasa masih kurang. Hal yang dirasa kurang meliputi kurang rutin dalam publikasi, konten kurang menarik, dan kurang menjangkau masyarakat yang menjadi target.

***Kata kunci:*** manajemen komunikasi, organisasi nonprofit, museum

### **ABSTRACT**

There are many assumptions that museum is nothing more than an old building where various historic collection are exhibited. In fact, museum is deemed to only serve that purpose. Whereas, museum has study purposes, education purposes, and pleasure purposes. The museum's collections have historical meaning, which contains certain values. It is to be hoped that after visiting museum, one should be able to gain inspiration that gives them life expectancies.

Barahmus DIY is a nonprofit organization that accomodates museums in DIY to raise public awareness towards museum. Those efforts can be seen from the various activities and publication in the media. This reserach uses qualitative approach and descriptive case study research method to describe how communication management is conducted by Barahmus DIY. Primary and secondary qualitative data obtained from collecting data through interviews, observation, and literature study.

Barahmus DIY faces challenges and obstacles in its efforts to raise public awareness. The challenge they are facing is public's negative perspective towards the museum. Whereas the physical building and human resources of the museum itself are seen as obstacles by Barahmus DIY.

Barahmus DIY works together wtih museums in DIY, AMI, and Dinas Kebudayaan DIY in many activities. However, the communication management of Barahmus DIY is still not optimized yet. The target of Barahmus DIY is society at large. There is also lack of publication in various media channels. It is also still seen less of regular publications, the content, and affordability audience.

***Keywords:*** communication management, nonprofit organization, museum.