

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Politik**

**Departemen Komunikasi**

**Konsentrasi *Public Relations***

**Nobat Tri Pamungkas (20130530171)**

**“Aktivitas Humas Pemerintah Kota Yogyakarta dalam Mempromosikan Potensi Kampung (Studi Deskriptif Aktivitas Humas Pemerintah Kota Yogyakarta dalam Mempromosikan Potensi Kampung Melalui Program Acara ‘Greget Kampung’ pada Tahun 2015-2016)”**

**Tahun skripsi 2017 + 152 halaman + 38 halaman lampiran**

**Daftar Pustaka : 16 Buku ( 1992-2013 ) + 2 Skripsi + 6 Media Online**

Daerah Istimewa Yogyakarta terkenal sebagai kota wisata yang memiliki banyak potensi wisata. Potensi-potensi tersebut juga terdapat di kampung-kampung di Kota Yogyakarta. Salah satu tugas Humas Pemerintah Kota Yogyakarta adalah mempromosikan potensi-potensi kampung tersebut. Hal itu diwujudkan oleh Humas Pemerintah Kota Yogyakarta melalui program acara “Greget Kampung”.

Metode penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kualitatif dengan pengumpulan data melalui wawancara dan dokumentasi. Wawancara dilakukan kepada pihak internal dan eksternal seperti Kepala Humas Pemerintah Kota Yogyakarta, Kepala Sub.Bagian Promosi dan Publikasi Humas Pemerintah Kota Yogyakarta, pimpinan kampung, pemilik potensi yang dipromosikan serta masyarakat umum yang menonton program acara “Greget Kampung”. Validitas data dilakukan dengan triangulasi sumber.

Hasil penelitian menunjukkan bahwa aktivitas Humas Pemerintah Kota Yogyakarta dalam mempromosikan potensi kampung melalui program acara “Greget Kampung”, peran Humas Pemerintah Kota Yogyakarta adalah sebagai konseptor dan penyelenggara program. Aktivitas yang dilakukan melewati berbagai tahap seperti pencarian fakta, perencanaan, komunikasi dan evaluasi. Penggunaan media publikasi humas dalam aktivitas promosi seperti pesan lisan *Word of Mouth*, surat kabar Media Info Kota, *SMS Broadcast*, televisi, pertemuan-pertemuan serta media sosial *WhatsApp*. Faktor pendukung Humas Pemerintah dalam mempromosikan potensi kampung diantaranya tingginya antusias masyarakat, peran pimpinan kampung, keterbukaan staf humas dalam menerima masukan serta kerja sama yang baik dengan *production house*. Faktor penghambatnya antara lain masalah koordinasi dengan pemilik potensi dan keterbatasan dana yang dimiliki oleh Humas Pemerintah Kota Yogyakarta.

**Kata Kunci : Humas,Pemerintah, Promosi Televisi, *Greget Kampung***

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**University of Muhammadiyah Yogyakarta**

**Faculty of Social and Political Sciences**

**Departement of Communication**

**Public Relations Concentration**

**Nobat Tri Pamungkas (20130530171)**

**“The Activity of Government Public Relations of Yogyakarta In Promoting Village Potential (Descriptive Study of Government Public Relations of Yogyakarta City In Promoting Village Potential Through The Program Event of Greget Kampung In 2015-2016)”**

**Thesis Year : 2017 + 152 Pages + 38 Attachments**

**References : 16 Books (1992-2013) + 2 Thesis + 6 Online Searches**

Yogyakarta Special Region is well-known as a tourism city which has several tourism potentials. Those potentials also exist in some villages in Yogyakarta city. One of the government public relations' responsibilities is to promote those village potentials. It is realised by government public relations of Yogyakarta city through the program event *Greget Kampung*.

Research method used in this study is qualitative and descriptive research by collecting the data through interviews and documentation. Interview was done to internal and external part, like head of government public relations of Yogyakarta city, chief of subpart in promotion and publication, chief of village, the owners of the potentials promoted, and also the public who is watching the event program *Greget Kampung*. Data validity was also done by sources triangulation.

The result of this research shows that the activity of government public relations of Yogyakarta city in promoting the village potentials through the event *Greget Kampung* contributes as the conceptors and organiser. Activity is done through several steps such as fact finding, planning, communication and evaluation. The usage of publication media of public relations in promotion activity is through oral message mouth to mouth, newspaper *Media Info Kota*, *SMS Broadcast*, television, meetings and *WhatsApp* social media. Supporting factors of government public relations in promoting the village potentials are the high enthusiasm of the people, the open-minded of public relations staff in accepting inputs, good contribution of the head of village and good cooperation with production house. The obstacles factors are the problem of coordinating with potential owner and financial limitation government public relations of Yogyakarta city .

**Keywords:** Public Relations, Government, Television Promotion, *Greget Kampung*