

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Ilmu Politik**

**Program Studi Ilmu Komunikasi**

**Konsentrasi *Public Relations***

**Riski Apriliani**

**Strategi Promosi Event *Jogja International Batik Biennale 2018* untuk Meningkatkan *Awareness* Predikat *Yogyakarta World Batik City***

**Tahun Skripsi : 2019 + 220hal + 65 Gambar + 5 Tabel + 1 Grafik**

**Daftar Pustaka : 19 Buku + 12 Jurnal + 5 Internet + 4 Sumber Lain**

Pelaksanaan *event Jogja International Batik Biennale (JIBB) 2018* merupakan suatu acara dua tahunan yang diselenggarakan oleh Dewan Kerajinan Nasional DIY atas perolehan predikat *Yogyakarta World Batik City*. Pelaksanaan *event* yang kompleks mengundang berbagai upaya untuk melakukan strategi promosi agar masyarakat luas *aware* pada perolehan predikat tersebut dan terus melestarikan kerajinan batik. Tujuan penelitian ini untuk mengetahui bagaimana strategi promosi yang dilakukan untuk meningkatkan *awareness* masyarakat terhadap predikat *Yogyakarta World Batik City*. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui *in-depth interview*, studi literatur, dokumentasi, dan data pendukung. Terdapat tiga aspek yang menjadi acuan peneliti, yaitu konsep strategi promosi *event*, tahapan strategi promosi oleh Dekranas DIY, dan hasil implementasi aspek komunikasi dalam mempromosikan *event*. Hasil dari penelitian ini menyatakan bahwa *event JIBB 2018* merupakan bentuk *cultural event* yang bersifat *Art-form festival* yakni menampilkan hasil seni kepada pengunjung dan pada saat yang sama dapat dilakukan diskusi, atau latihan singkat tentang seni tersebut. Strategi promosi *event JIBB 2018* dilakukan dengan tahapan membagi target audiens, mengirim undangan, *Roadshow*, menyelenggarakan *event Road To JIBB*, *placement media*, konten, dan menetapkan *timeline*. Bauran promosi yang paling dominan yakni menggunakan media sosial Instagram dimana melakukan *Instagram Ads*, serta terdapat perancangan konten kreatif yang bekerjasama dengan *influencer*. Selain itu diterapkan bauran promosi seperti *advertising* dengan sifat *pervasiveness*, *public relations* dengan *press luncheon*, *personal selling*, *direct marketing*. Serta terdapat bentuk promosi yang unik yakni melakukan *branding* pada alat transportasi *online* Grab maupun transportasi umum seperti Trans Jogja. Namun Dekranas DIY belum menerapkan riset dan evaluasi.

**Kata Kunci : *Strategi Promosi, Event, Awareness***

## **ABSTRACT**

**Muhammadiyah University of Yogyakarta**

**Faculty of Social and Political Science**

**Communication Science Studies**

**Public Relations Concentration**

**Riski Apriliani**

**Promotion Strategy of Jogja International Batik Biennale's Event 2018 to Improve Awareness Predicate of Yogyakarta World Batik City**

**Thesis Year : 2019 + 220 Pages + 65 Picture + 5 Table + 1 Graphic**

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Jogja International Batik Biennale (JIBB) 2018 event is a biennial event that organized by the Dewan Kerajinan Nasional DIY. The purpose of that event is to preserve the predicate Yogyakarta World Batik City. The complex implementation of this event generate various efforts such as the promotion strategy. Those strategies make public aware of the acquisition of these predicate and continue to preserve Batik handicrafts. The purpose of this research was to find out how the promotion strategy was carried out to increase public awareness of the predicate Yogyakarta World Batik City. The research method used is descriptive qualitative by collecting data through in-depth interviews, literature studies, documentation, and supporting data. There are three aspects that become a reference for researchers, the concept of event promotion strategies, stages of promotion strategy by Dekranas DIY, and the results of the implementation communication aspects in promoting the event. The results of this research is that the JIBB 2018 event is a cultural event which is an art-form festival, which displays the results of arts to visitors and at the same time can discuss about the arts, or practice about the art. The promotion strategy for the JIBB 2018 event was carried out with several stages. The stages are dividing the target audience, sending invitations, Roadshows, organizing Road To JIBB events, media placement, content, and timeline. The most dominant promotional mix is using Instagram where doing Instagram Ads, and there are creative content designs that work with influencers. More over there are promotion mix strategy are implemented such as advertising with character of pervasiveness, public relations with press luncheon, personal selling, direct marketing, One of the unique strategy of promotion that is branding on Grab's online transportation and public transportation, Trans Jogja. The lack ness of the strategy from Dekranas DIY has not applied research and evaluation.

**Key Words : *Promotion Strategy, Event, Awareness***