

Hanif Adi Prasetyo. NIM. 09.05.311.00070. COMMUNICATION STRATEGY OF THE PROGRAM PANGKUR JENGLENG IN STATION D.I. TVRI YOGYAKARTA FOR THE EXISTENCY OF MATARAMAN JAVANESE CULTURE. Under Guidance Surokim, S. Sos., M. Si, Yuliana Rakhmawati S. Sos., M. Si

ABSTRACT

This thesis entitled “Communication Strategy of the program Pangkur Jenggleng in Station D.I. TVRI Yogyakarta For The Existency Of Mataraman Javanese Culture”. This study aims to determine the communication strategy Pangkur Jenggleng used to preserve the existence Javanese culture especially Mataraman are increasingly eroded to the audience through the medium of television. The research was carried out in the scope of the station D.I. TVRI Yogyakarta where Pangkur Jenggleng stand.

From the research, it was concluded that the program Pangkur Jenggleng so far managed to preserve the existence of Mataraman Javanese culture that increasingly fade because it uses the theory of communication strategy. Like for example, in doing the basics audience segmentation, demographic segmentation is divided into, geographic, geodemografis, and segmentation audient tv. Tthe method used Pangkur Jenggleng more to Canalizing with understanding the values and norms that exist in groups or individually. Then of the form of the message content, Pangkur Jenggleng more informative and educative. Pangkur Jenggleng compose a message that will be given to the audience or the audience begins to arouse attention and moving or perform activities. In composing the message anyway, Pangkur Jenggleng using the delivery technique Availability or messages that are easy to obtain and the Contras or the striking difference. Presentation of the message given to viewers more Jenggleng Pangkur Both Side Issue is that the results would be effective because it gives offer in terms of slight positive and negative. Pangkur Jenggleng was right in choosing the television media to reach audiences from all walks. In addition to the streaming media presence can make Pangkur Jenggleng better known abroad due to the use of internet acces.

Keyword: Communication Strategy, Pangkur Jenggleng, Public Broadcasting, Existence, Javanesse Culture.