

ABSTRAK

Miftahul Arif. 150531100018. Program Studi Ilmu Komunikasi. Fakultas Ilmu Sosial dan Ilmu Budaya. Universitas Trunojoyo Madura. Strategi Komunikasi Kampoeng Dolanan dalam Mempertahankan Eksistensi Permainan Tradisional di Era Modern. Pembimbing: Dr. Nikmah Suryandari, S.Sos., M.Si.

Tujuan dari penelitian ini adalah untuk mengetahui strategi komunikasi kampoeng dolanan dalam mempertahankan permainan tradisional di era modern. Strategi sendiri ada lima bagian diantaranya, *Strategy as a plan*, *Strategy as a pattern*, *Strategy as a position*, *Strategy as a prespective*, dan *Strategy as a play*. Subjek dari penelitian ini adalah anggota kampoeng dolanan Surabaya dan masyarakat dengan karakteristik tertentu yang sudah ditetapkan.

Metode pengumpulan data menggunakan wawancara dan observasi serta dokumentasi. Informan dipilih dengan menggunakan metode *purposive sampling*. Analisis data dilakukan dengan teknik pengumpulan data dan pengolahan data. Validitas data menggunakan triangulasi dengan menggunakan bahan referensi dan *member check*.

Hasil penelitian menunjukkan Paduan perencanaan dan manajemen komunikasi ini menciptakan strategi komunikasi yang kuat secara konseptual dan operasional, sehingga membuat organisasi lebih siap menghadapi tantangan perubahan lingkungan. Strategi dalam penelitian ini termasuk kedalam ranah komunikasi dan lebih fokus terhadap perubahan tingkah laku masyarakat. Strategi kampoeng dolanan diharapkan dapat memiliki dampak positif bagi masyarakat tentang adanya permainan tradisional.

Kata Kunci: Strategi Komunikasi, Kampoeng Dolanan, Permainan Tradisional

ABSTRACT

Miftahul Arif. 150531100018. Study Program Of Communication Science. Faculty of Social Science and Culture. Universitas Trunojoyo Madura. Communication strategy Kampoeng Dolanan Maintain the Existence of Traditional Games in the Modern Era. Supervisor: Dr. Nikmah Suryandari, S. Sos., M. Sc.

The purpose of this study is to determine the communication strategy kampoeng dolanan in maintaining the traditional in the modern era. Own strategy there are five section including, Strategy as a plan, Strategy as a pattern, Strategy as a position, Strategy as a prespective, dan Strategy as a play. the subject of this research is a member of kampoeng dolanan Surabaya and the community with certain characteristics already in the set.

Methods of data collection using interviews, observation and documentation. Informants were selected using the purposive sampling method. Data analysis is done by data collection techniques and data processing. The validity of data uses triangulation using reference materials and member check.

The results of the study sgow the ideal planning and management of this communication creating a communication strategy that is strong conceptually and operationally, so as to make the organization more ready to face the challenges of environmental change, the strategy in this research, including into the realm of communication and more focus on changes in behavior of the community. Strategy kampoeng dolanan can be expected to have a positive impact for the community about the existence of the traditional game.

Keywords: Communication Strategy, Kampoeng Dolanan, Traditional Games