

Zandan Channana. 170531100062. “Strategi Komunikasi PERPATRI Bangkalan dalam Mengembangkan Panahan Tradisional di Madura”. Dibawah bimbingan Dr. Yuliana Rakhmawati, S.Sos.,M.Si.

ABSTRAK

PERPATRI atau Persatuan Panahan Tradisional Indonesia di Bangkalan merupakan suatu organisasi yang mewadahi akan Panahan Tradisional di Bangkalan. dengan tujuannya sebagai wadah akan Panahan Tradisional serta menjaga dan melestarikan Panahan Tradisional. Penulis mencoba membahas Panahan Tradisional oleh PERPATRI Bangkalan dari perspektif Strategi Komunikasinya. Pokok masalah dalam penelitian ini adalah bagaimana Strategi Komunikasi PERPATRI Bangkalan dalam Mengembangkan Panahan Tradisional di Madura.

Dalam penelitian ini, penulis menggunakan metode penelitian kualitatif dan jenis penelitian menggunakan metode wawancara, observasi, dan dokumentasi. Kemudian pada proses analisis data menggunakan analisis menurut model Miles dan Huberman yaitu reduksi data (*data reduction*), Penyajian data (*data display*), dan Penarikan Kesimpulan (*verifying conclusion*).

Dari hasil penelitian ini dapat disimpulkan mengenai Strategi Komunikasi PERPATRI Bangkalan dalam Mengembangkan Panahan Tradisional di Madura yaitu mulai dari Strategi komunikasi persuasive melalui kegiatan dengan kegiatan yang dilakukan mulai kegiatan internal dan eksternal, Strategi perencanaan dan penyampaian pesan dengan melakukan komunikasi persuasive melalui kegiatan, mengenalkan sejarah panahan tradisional, dan pengenalan tokoh masyarakat sebagai kredibilitas komunikator, hingga Strategi Pemanfaatan media dengan melakukan kerjasama media serta pembuatan konten edukasi melalui media sosial. Dari hasil strategi yang dilakukan perlu adanya dukungan masyarakat sekitar serta memperluas kerjasama dan peran media sosial dalam proses penyebaran informasi Panahan Tradisional.

Kata Kunci : Strategi Komunikasi, Panahan Tradisional, PERPATRI Bangkalan.

Zandan Channana. 170531100062. "Perpatri Bangkalan Communication Strategy in Developing Traditional Archery in Madura". Under the guidance of Dr. Yuliana Rakhmawati, S. Sos., M.Sc.

ABSTRACT

PERPATRI or the Indonesian Traditional Archery Association in Bangkalan is an organization that accommodates traditional archery in Bangkalan. with the aim of being a place for Traditional Archery as well as maintaining and preserving Traditional Archery. The author tries to discuss Traditional Archery by PERPATRI Bangkalan from the perspective of its Communication Strategy. The main problem in this research is how the Communication Strategy of PERPATRI Bangkalan in Developing Traditional Archery in Madura.

In this study, the author uses qualitative research methods and this type of research uses interviews, observation, and documentation. Then in the data analysis process using analysis according to the Miles and Huberman model, namely data reduction (data reduction), data presentation (data display), and drawing conclusions (verifying conclusion).

From the results of this study, it can be concluded that the Bangkalan PERPATRI Communication Strategy in Developing Traditional Archery in Madura is starting from a persuasive communication strategy through activities with activities carried out starting from internal and external activities, planning strategies and delivering messages by conducting persuasive communication through activities, introducing the history of archery traditional culture, and the introduction of community leaders as communicators' credibility, to strategies for media utilization by collaborating with media and creating educational content through social media. From the results of the strategy carried out, it is necessary to have the support of the surrounding community and expand cooperation and the role of social media in the process of disseminating information on Traditional Archery.

Keywords: Communication Strategy, Traditional Archery, PERPATRI Bangkalan.