



ABSTRAK

STRATEGI KOMUNIKASI DINAS PARIWISATA KABUPATEN SLEMAN DALAM MEMBERDAYAKAN MASYARAKAT PELAKU USAHA PARIWISATA MELALUI PELATIHAN DAN PENDAMPINGAN PENGELOLAAN DESA WISATA DI FORKOM KAPANEWON TURI

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Penelitian ini berfokus pada strategi komunikasi yang dilakukan Dinas Pariwisata Kabupaten Sleman melalui sebuah pendekatan kehumasan berdasarkan dengan teori 4 tahapan *Public Relations* dari Cutlip, Center & Broom, dan penerapan unsur 7C (*Credibility, Context, Content, Clarity, Continuity & Consistency, Channel, dan Capability of Audience*) yang diimplementasikan dalam kegiatan pemberdayaan masyarakat pelaku usaha pariwisata melalui forum komunikasi di Kapaewon Turi. Penelitian ini bertujuan untuk mengetahui mengenai strategi komunikasi yang digunakan oleh Dinas Pariwisata Kabupaten Sleman dalam kegiatan pemberdayaan masyarakat pelaku usaha pariwisata melalui kegiatan pelatihan dan pendampingan pengelolaan desa wisata, pokdarwis, destinasi (CBT): Kuliner tradisional, pemasaran, homestay, pemandu, kelembagaan, manajemen di forum komunikasi Kapanewon Turi. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan menggunakan teknik pengumpulan data melalui wawancara, observasi dan dokumentasi. Penelitian dilakukan dengan menganalisis secara langsung kegiatan pelatihan dan pendampingan di forum komunikasi Kapanewon Turi pada tanggal 22 April 2025. Hasil penelitian menunjukkan bahwa Dinas Pariwisata sudah berhasil dalam menyusun strategi komunikasi berdasarkan dengan unsur 7C dari Cutlip, Center & Broom. Serta mampu untuk membangun komunikasi dua arah yang partisipatif dan berhasil membuat masyarakat dalam memahami serta menerapkan materi dalam pengelolaan desa wisata.

Kata Kunci: Strategi Komunikasi, Pemberdayaan Masyarakat, Desa Wisata, *Public Relations, 7C Communication*

ABSTRACT

SLEMAN REGENCY TOURISM OFFICE COMMUNICATION STRATEGY IN EMPOWERING TOURISM BUSINESS ACTORS THROUGH TRAINING AND MENTORING IN TOURISM VILLAGE MANAGEMENT AT THE TURI DISTRICT FORKOM

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This study focuses on the communication strategy carried out by the Sleman Regency Tourism Office through a public relations approach based on the 4-stage Public Relations theory from Cutlip, Center & Broom, and the application of the 7C elements (Credibility, Context, Content, Clarity, Continuity & Consistency, Channel, and Capability of Audience) which are implemented in community empowerment activities for tourism business actors through communication forums in Turi District. This study aims to determine the communication strategy used by the Sleman Regency Tourism Office in community empowerment activities for tourism business actors through training and mentoring activities for the management of tourist villages, pokdarwis, destinations (CBT): Traditional culinary, marketing, homestays, guides, institutions, management in the Turi District communication forum. The research method used is descriptive qualitative using data collection techniques through interviews, observation and documentation. The study was conducted by directly analyzing training and mentoring activities at the Turi District communication forum on April 22, 2025. The results of the study showed that the Tourism Office had succeeded in developing a communication strategy based on the 7C elements of Cutlip, Center & Broom and was able to build participatory two-way communication and also succeeded in making the community understand and apply its knowledge in managing tourist villages.

Keywords: *Communication Strategy, Community Empowerment, Tourist Village, Public Relations, 7C Communication*