



ABSTRAK

STRATEGI KOMUNIKASI KOPERASI JASA KAMPUNG BATIK GIRILOYO DALAM *EVENT* EDUKASI BATIK BAGI PELAJAR DI DESA WUKIRSARI

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Event edukasi batik yang diselenggarakan oleh Koperasi Jasa Kampung Batik Giriloyo merupakan upaya pelestarian budaya melalui pendekatan komunikasi edukatif kepada pelajar di Desa Wukirsari. Kegiatan ini bertujuan untuk memperkenalkan sejarah, proses, dan nilai budaya batik tulis Giriloyo kepada generasi muda sebagai bentuk penanaman kesadaran budaya sejak dini. Melalui *event* ini, koperasi memanfaatkan interaksi langsung sebagai sarana penyampaian pesan edukasi dan budaya. Penelitian ini bertujuan untuk mengetahui strategi komunikasi yang diterapkan oleh Koperasi Jasa Kampung Batik Giriloyo dalam *event* edukasi batik bagi pelajar di Desa Wukirsari. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data menggunakan model evaluasi PII dari Cutlip, Center, dan Broom yang meliputi tahapan *preparation*, *implementation*, dan *impact*. Hasil penelitian menunjukkan bahwa strategi komunikasi telah diterapkan secara terencana. Pada tahap *preparation*, koperasi menyesuaikan pesan dengan tujuan dan karakteristik peserta. Pada tahap *implementation*, pesan disampaikan melalui kegiatan tatap muka serta didukung media massa dan media sosial. Pada tahap *impact*, *event* edukasi batik memberikan dampak berupa peningkatan pengetahuan, perhatian, serta sikap positif pelajar terhadap batik tulis Giriloyo.

Kata Kunci: strategi komunikasi, *event* edukasi, batik Giriloyo, model PII

ABSTRACT

COMMUNICATION STRATEGY OF THE GIRILOYO BATIK VILLAGE SERVICE COOPERATIVE IN A BATIK EDUCATION EVENT FOR STUDENTS IN WUKIRSARI VILLAGE

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The batik education event organized by the Giriloyo Batik Village Service Cooperative is an effort to preserve cultural heritage through an educational communication approach for students in Wukirsari Village. This activity aims to introduce the history, production process, and cultural values of Giriloyo hand-drawn batik to the younger generation as a form of early cultural awareness. Through this event, the cooperative utilizes direct interaction as a medium for delivering educational and cultural messages. This study aims to examine the communication strategy implemented by the Giriloyo Batik Village Service Cooperative in the batik education event for students in Wukirsari Village. The research employs a qualitative method with a descriptive approach. Data were collected through interviews, observation, and documentation. Data analysis was conducted using the PII evaluation model by Cutlip, Center, and Broom, which consists of the stages of preparation, implementation, and impact. The results indicate that the communication strategy was systematically planned and executed. At the preparation stage, the cooperative aligned the messages with the objectives of the program and the characteristics of the participants. During the implementation stage, messages were delivered through face-to-face activities and supported by mass media and social media. At the impact stage, the batik education event contributed to increased knowledge, attention, and positive attitudes of students toward Giriloyo hand-drawn batik.

Keywords: *communication strategy, education event, Giriloyo batik, PII model*