



ABSTRAK

STRATEGI KOMUNIKASI BLKPP DIY DALAM MENINGKATKAN KOMPETENSI TENAGA KERJA MELALUI PROGRAM SMART FARMING

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Pembangunan sumber daya manusia pada era Society 5.0 menuntut strategi peningkatan kompetensi yang selaras dengan kebutuhan dunia kerja dan perkembangan teknologi. Program pelatihan kerja menjadi instrumen strategis pemerintah dalam meningkatkan kualitas dan daya saing tenaga kerja, salah satunya melalui pendekatan Project Based Learning (PBL) pada pelatihan Smart Farming. Penelitian ini bertujuan untuk menganalisis strategi komunikasi Balai Latihan Kerja dan Pengembangan Produktivitas (BLKPP) Daerah Istimewa Yogyakarta dalam pelaksanaan program pelatihan kerja berbasis PBL Smart Farming. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data menggunakan Tahapan Public Relations: Model Preparation, Implementation, Impact (PII). Hasil penelitian menunjukkan bahwa pada tahap preparation, BLKPP DIY menyusun strategi komunikasi secara terencana dan menyesuaikan pesan dengan karakteristik peserta. Pada tahap implementation, komunikasi dilaksanakan melalui pembelajaran berbasis proyek, praktik lapangan, dan pemanfaatan media sosial. Pada tahap impact, strategi komunikasi memberikan dampak positif terhadap pemahaman, sikap, dan penerapan keterampilan Smart Farming oleh peserta.

Kata Kunci: strategi komunikasi, project based learning, smart farming, model PII

ABSTRACT

DIY BLKPP COMMUNICATION STRATEGY IN IMPROVING WORKFORCE COMPETENCE THROUGH THE SMART FARMING PROGRAM

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Human resource development in the Society 5.0 era requires competency enhancement strategies that are aligned with labor market demands and technological advancement. Job training programs serve as a strategic instrument of the government to improve workforce quality and competitiveness, one of which is implemented through the Project Based Learning (PBL) approach in Smart Farming training. This study aims to analyze the communication strategy of the Balai Latihan Kerja dan Pengembangan Produktivitas (BLKPP) of the Special Region of Yogyakarta in implementing the PBL-based Smart Farming job training program. This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews, observation, and documentation. Data analysis was conducted using the Public Relations Preparation, Implementation, Impact (PII) model. The findings indicate that at the preparation stage, BLKPP DIY developed a well-planned communication strategy and tailored messages to participants' characteristics. During the implementation stage, communication was carried out through project-based learning, field practice, and the utilization of social media. At the impact stage, the communication strategy had a positive effect on participants' understanding, attitudes, and application of Smart Farming skills.

Keywords: *communication strategy, project-based learning, smart farming, PII model*