

## ABSTRAK

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Judul skripsi: "PROGRAM DAN KEGIATAN HUMAS DAN INFORMASI PEMKAB BANTUL DALAM Mendukung Upaya Pemkab Bantul Memulihkan Usaha Mikro, Kecil dan Menengah (UMKM) Di Bantul Pasca gempa bumi 27 Mei 2006"

Tahun skripsi : 2008, xiv + 158 hal + 12 hal lampiran + 2 hal tabel dan gambar  
Daftar Pustaka: 30 buku + 7 Laporan +1 Koran + 1 Tabloid + 5 Sumber online (2007) + 6 interviews

Penelitian ini berusaha menggambarkan bagaimana program dan kegiatan yang dilakukan oleh Humas dan Informasi Pemkab Bantul dalam mendukung upaya Pemkab Bantul memulihkan Usaha Mikro, Kecil dan Menengah (UMKM) sektor industri kerajinan di Bantul. Teori-teori yang digunakan dalam penelitian ini adalah definisi *public relations*, *marketing public relations* dan promosi, fungsi humas pemerintahan, media dan opini publik, manajemen krisis dan citra. Paradigma penelitian ini adalah paradigma alamiah yang bersumber pada pandangan fenomenologis.

Metode penelitian menggunakan penelitian deskriptif dengan tujuan untuk membuat gambaran secara sistematis dan akurat, mengenai fakta-fakta dan hubungan antara fenomena yang diselidiki. Subyek penelitian ini adalah Humas Pemkab Bantul dan Disperindagkop Bantul, sedangkan obyek penelitian ini adalah mencakup program dan kegiatan yang dilakukan oleh Humas Pemkab Bantul dalam mendukung Pemkab Bantul memulihkan UMKM di Bantul pasca gempa bumi 27 Mei 2006. Teknik pengumpulan data yaitu wawancara dengan menggunakan metode *interview* bebas terpimpin dan dokumentasi. Teknik keabsahan data dengan teknik triangulasi sumber yaitu membandingkan keabsahan data melalui waktu dan alat yang berbeda dalam metode analisis induktif. Humas Pemkab Bantul menggunakan dengan dua strategi yaitu strategi internal untuk meningkatkan kinerja humas melalui Badan Koordinasi Kehumasan dan peningkatan mutu operasional humas. Strategi eksternal sesuai misi Humas Pemkab Bantul bertujuan mendukung pemulihkan UMKM di Bantul pasca gempa bumi adalah melalui program di media elektronik (Radio: di RRI: Bupati Menyapa, di Radio Persatuan Bantul: Otak Atik Solusi, Halo Bupati; Televisi: di TVRI Jogja: Taman Gabusan), melalui media *on line* di [www.bantulbiz.com](http://www.bantulbiz.com), media cetak seperti tabloid Taman Sari, *open house* Bupati, SMS Center Bupati Bantul dan *press release*, serta media pameran Bantul Ekspo 2007 serta ikut dalam pameran nasional lainnya. Melalui slogan "Bantul Bangkit" menjadi pendorong dan bangkitnya kerajinan di Bantul pasca gempa bumi. Saat ini, perkembangan UMKM sektor industri kerajinan Bantul sudah pulih dan dapat mengembalikan citra Bantul sebagai sentra kerajinan di DIY.

## ABSTRACT

Muhammadiyah University of Yogyakarta  
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Title of Thesis: THE PROGRAM AND ACTIVITY OF REGENCY GOVERNMENT PUBLIC RELATIONS AND INFORMATION OF BANTUL SUPPORTED THE REGENCY GOVERNMENT OF BANTUL TO RECOVERED OF MICRO, SMALL AND MEDIUM INDUSTRY IN THE BANTUL AFTER EARTH QUAKE ON MAY 27<sup>TH</sup>, 2006

Thesis of year: 2008, xiv + 158 pages + 12 pages of enclosing + 2 pages of table and picture

List of literature: 30 books + 7 reports + 1 newspaper + 1 tabloid + 5 website + 6 interviews

This research describes and explains how program and activities of regency government public relations of Bantul supported regency government of Bantul to recovered Micro, Small and Medium Industry (UMKM) like craft industries of Bantul. Researcher uses definition of public relations, marketing public relations, promotion, function of government public relations, media and public opinion, crisis management and image. Paradigm of the research is naturalism paradigm that from the phenomenology conception. It means to interpretative subject of behavior people like their knowledge and experience.

Method of this research is descriptive method that its purpose makes description and explain systematically and accurate about facts, characteristic and relations of phenomena. Subject of this research are regency government public relations of Bantul and regency service cooperation, industry and trade of Bantul. Whereas, the object of this research snatch at all of program and activities regency government public relations of Bantul supported regency government to recovered Micro, Small and Medium Industry in the Bantul after earth quake on 27<sup>th</sup> May 2006. Techniques of data gathering are interview with interview guide and documentation. Technique of data legalization uses source triangulation. It means compare data legalization with different time and instrument in the qualitative method.

Technique of data analysis use method inductive analysis. Regency government public relations of Bantul use two strategic. Internal strategic has functions to increase work quality public relations of regency government of Bantul coordinate with committee of public relations and increase operational of public relations. Even though, external strategic according with mission of public relations of regency government of Bantul recovered image and craft industry in the Radio (RRI Jogja: Bupati Menyapa, RPB: Otak-Atik Solusi, Halo Bupati), television is Taman Gabusan on TVRI Jogja, website is [www.bantul.go.id](http://www.bantul.go.id) or [www.bantulbiz.com](http://www.bantulbiz.com), Bantul Expo 2007, press release, open house bupati Bantul, SMS Center Bupati Bantul. Bantul Bangkit becomes motivation and raising the craft industry of Bantul. Now, craft industry of Bantul has recovered.