

**GOVERNMENT COMMUNICATION TO INCREASE COMMUNITY
PARTICIPATION IN THE DEVELOPMENT OF KAUMAN BATIK VILLAGE
AREA 2022-2023 IN SURAKARTA.**

UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirement
for the Degree of Bachelor in Government Studies

Supervisor : Dr. Dian Eka Rahmawati, S.IP., M.Si.



Arranged by :

Rerry Widyananti

Student Number :

20200520299

**INTERNATIONAL PROGRAM OF
GOVERNMENT AFFAIRS AND ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2024

DECLARATION PAGE

Hereby this letter declare that,

Name : Rerry Widyananti
Student Identity Number : 20200520299
Study Program : Government Studies
Faculty : Social and Political Science

I hereby declare that my thesis entitled: **“GOVERNMENT COMMUNICATION TO INCREASE COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF KAUMAN BATIK VILLAGE AREA 2022-2023 IN SURAKARTA.”** I made it with my own work and do not contain work that has been submitted for a bachelor’s degree at my university. Furthermore, if it is later proven If there is duplication, and there are other parties who feel aggrieved and sue, then I will be responsible and accept all the consequences that come with it.

Yogyakarta, March 8th 2024



Rerry Widyananti

ACKNOWLEDGEMENT

الرحي الرحمن هلا بسم

Assalamu'alaikum Wr. Wb

Praise and gratitude to the presence of Allah SWT for all His blessings and guidance, as without His approval, the completion of this thesis would not have proceeded smoothly. I also send blessings and greetings to our beloved Prophet Muhammad SAW. Alhamdulillah, gratitude be to Allah, the writing of the thesis with the title "Government Communication To Increase Community Participation In The Development Of Kauman Batik Village Area 2022-2023 In Surakarta." has been completed very smoothly. This thesis is compiled to fulfill one of the requirements for obtaining a Bachelor's degree in the Government Science Program at the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta. In the writing and preparation of this thesis, the author encountered various difficulties and obstacles. However, thanks to the guidance and support from various parties, the author would like to express heartfelt gratitude to:

1. Mr. Dr. Ir. Gunawan Budiyanoto, M.P., IPM, as the Rector of Universitas Muhammadiyah Yogyakarta.
2. Mr. Dr. Takdir Ali Mukti, S.Sos., M.Si., as the Dean of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.
3. Mr. Dr. Tunjung Sulaksono, S.IP., M.Si., as the Head of the Government Science Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.
4. Mrs. Dr. Dian Eka Rahmawati, S.IP., M.Si. as the thesis supervisor who has assisted and guided in completing this thesis.
5. Mr. Dr. phil. Anwar Kholid, S.IP., M.IP., as Examiner I, and Mr Muhammad Eko Atmojo, S.IP., M.IP., as Examiner II, who have taken the time to examine this research and provide input and suggestions for the smooth completion of this thesis
6. All lecturers of the Government Science Program at the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, who have imparted a wealth of valuable knowledge.
7. All administrative staff of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, who have provided excellent administrative services during the author's research process.

8. All administrative staff of the Department of Government Science, Universitas Muhammadiyah Yogyakarta, who have provided the best services, facilitating the author in completing this thesis.
9. The Surakarta City Government, especially the Surakarta City Tourism Office and the Surakarta City Communication and Information Service, which gave permission to the author to conduct research. there and take the time to assist the author in obtaining the necessary information and data for this thesis.
10. Kauman Batik Village has been willing and given permission to the author to conduct research. there and took the time to help the author in obtaining the information and data needed for this thesis.

Thus, the expression of gratitude and thanks that the author conveys, I apologize if the author cannot mention each party involved. Hopefully, the kindness given to assist the author will receive the best reward from Allah SWT. The author also welcomes any input or criticism that can be constructive, as the author is aware that this thesis has shortcomings and limitations in both knowledge and writing skills. The author hopes this thesis can be beneficial for the author specifically and readers in general.

Yogyakarta, 18 June 2024



Rerry Widyananti

NIM. 20200520299

DEDICATION PAGE

الرحي الرحمن هلا بسم

Alhamdulillahirobbil'alamin, by mentioning the name of Allah Subhanahu Wa Ta'ala, with all His grace and blessings, and our praises are dedicated to our great Prophet Muhammad SAW. For all the mercy from Allah SWT that consistently provides strength and ease to the author, allowing the completion of the initial stages to the completion of this thesis smoothly. With humility, I express my sincere gratitude, and I dedicate my thesis to :

1. My parents, Mr Agung Harry Prasetya S.H. and Mrs. Eka Widyasari S.E. who I love very much and always tries to take care of me with love and sacrifice. Thank you for your hard work, constantly providing education, and giving me the best of everything.
2. My extended family who always provide advice, support, motivation and blessings to me so that this thesis can be completed well.
3. Adil Ario Fernandy, the person I hold dear, who has always accompanied me throughout my academic journey by providing assistance, support, motivation, patience and best prayers so that I could complete this thesis.
4. My friends, Tiara Anggun Mahadewi and Dinda Choirunissa, who have accompanied me for eight years, have provided joy and encouragement, support and motivation during this writing process.
5. Anisya Yuli Marzalia who has been with me since the beginning of the academic period and always provides joy, enthusiasm and motivation for me throughout this academic journey until the completion of this thesis.
6. Michael Steven Danius, Defriza Putri Wilarko, Alivhia Wijaya, and Octavian Devon who have accompanied me since junior high school and provided support and motivation until the completion of this thesis.
7. My Friends from Senior High School, Basilia Faras Adriana, Khairunisa Salsabila, Saras Atina Febri, who has accompanied the author and always provided support and enthusiasm to quickly complete this thesis.
8. My Friends From IGOV Luthfiyyah Putri Rahmaningrum who gave encouragement and supported the author to complete this thesis.
9. Thank you to campus friends, especially IGOV, who I cannot mention one by one. I am very grateful for being my friend, being a kind-hearted individual, and bringing a positive spirit to my environment

SYNOPSIS

Surakarta is famous for its advanced tourism. So tourism development in the city of Surakarta is very important to attract tourist interest and improve the local economy. One of the prominent tourism potentials is the Kauman Batik Village Area, which can increase the number of tourist visits, business income, and promote the richness of Javanese culture, such as batik and local art. Therefore, developing and improving tourism infrastructure, empowering local communities, and promoting sustainable tourism destinations are very important steps for the Surakarta City Government.

The author uses qualitative methods. Documentation, interviews and observations were carried out to collect comprehensive data regarding the communication process. The Surakarta government, which is the communicator, then conveys the message to the public, using digital media and print media which are also used as marketing media. The communicants involved are Culinary MSME Sellers, Batik Entrepreneurs and Employees. After the Message is received by the Communicants, they provide feedback to the Surakarta Government. The aim of this research is to find out how the Surakarta City Government communicates to build community participation in the development of the Kampung Batik Kauman Tourism Area.

The results of this research are that the communication of the Surakarta City government has been running well, as evidenced by the feedback given from the three communicants which produced positive feedback because the communicants felt the positive impact of the programs implemented by the government. However, there are obstacles that the government needs to overcome, namely the lack of cooperation from Pokdarwis Kampung Batik Kauman, lack of equality in community involvement, lack of information and skills, minimal community participation in culinary MSME sales, as well as obstacles to worker education and training.

The author provides suggestions to the government to increase cooperation with Pokdarwis Kampung Batik Kauman through open dialogue and the formation of inclusive partnerships, expand community participation by ensuring more equal representation of various components of society, provide broader training and education about the batik industry and tourism to the community locally, encouraging community participation through support and promotion programs, as well as providing better access to education and training for batik industry workers to improve product quality and the sustainability of the industry.

TABLE OF CONTENTS

<u>SYNOPSIS</u>	i
<u>CHAPTER I INTRODUCTION</u>	4
I. <u>Background</u>	4
II. <u>Research Question</u>	3
III. <u>Research Objective</u>	3
IV. <u>Research Benefit</u>	3
V. <u>Literature Review</u>	4
VI. <u>Theoretical Framework</u>	9
VII. <u>Conceptual Definition</u>	16
VIII. <u>Operational Defination</u>	16
IX. <u>Research Method</u>	17
<u>CHAPTER II</u>	23
<u>DESCRIPTION OF RESEARCH OBJECT</u>	23
I. <u>Surakarta City Profile</u>	23
II. <u>Overview and Organizational Structure of the Surakarta City Culture and Tourism Office</u>	25
III. <u>General Description and Organizational Structure of the Surakarta Communication, Informatics, Statistics and Signage Office</u>	28
IV. <u>Profile of Kauman Batik Village</u>	30
<u>CHAPTER III</u>	36
I. <u>Communicator</u>	36
II. <u>Messages</u>	42
III. <u>Media</u>	44
IV. <u>Communicant</u>	50
V. <u>Feedback</u>	53
VI. <u>Obstacle factor</u>	58
<u>CHAPTER IV</u>	60
<u>CLOSING</u>	60
I. <u>Conclusion</u>	60
II. <u>Suggestion</u>	61

ATTACHMENT 63
References..... 82

TABLE OF FIGURE

Figure 3. 1 Solo Destination Application.....	48
Figure 3. 2 Projector Screen in Kauman Batik Village.....	49
Figure 3. 3 Instagram Kauman Batik Village.....	50
Figure 3. 4 Pamphlets/Posters of Kauman Batik Village	51
Figure 3. 5 Surakarta Event Calendar 2023.....	52
Figure 3. 6 Village Name Board and Map/Business Register	53
Figure 3. 7 Keleman Market.....	60
Figure 3. 8 Cafe Kookan	61
Figure 3. 9 Wesja Restaurant.....	61

TABLE OF TABLES

Table 1. 1 Literature Review	9
Table 1. 2 Primary Data Source.....	19
<i>Table 1. 3 Secondary Data Source</i>	<i>20</i>
Table 2. 1 Population by Education.....	34
Table 2. 2 Management of the PKWBK Organization (Paguyuban Kampung Wisata Batik Kauman)	35
Table 2. 3 POKDARWIS Organization of Kauman Batik Village	36
Table 3. 1 Guidelines for Messages in the Communication Process in building Community Participation in the development of the Kauman Batik Village Area, Surakarta.	46
Table 3. 2 Communication Process of the Government in Structuring Kauman Batik Village Tourism Area	58