COMMUNICATION STRATEGY OF BANYUMAS GOVERNMENT IN MAINTENANCE OF LOCAL LANGUAGE

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ABSTRACT

Banyumas language is original regional language from Banyumas district. But, people reluctant to use these language because of the many negative stereotypes that affected his speakers. In this study aims to determine the communication strategy of Banyumas government in maintaining regional languages. Communication strategy of Government includes the concept and implementation. The Contains of concept communication strategy is a planning procces, determination, technical implementation and evaluation of government communication strategy. While contains of implementation communication strategy is a analysis of many aspect of communication and his obstacle to maintaining regional languages.

This study used explorative qualitative research methods. Informants researchers consists of Bupati, Dinas Pemuda, Olahraga, Budaya dan Pariwisata (Dinporabudpar), Dinas Pendidikan dan LSM LPPSLH as well as the student union SATRIA SOLO (original student union of Banyumas). The technique of collecting data using interviews, observation and documentation. The validity of the data using tringulasi source, while the technique of data analysis include data reduction, data presentation and conclusion.

The results showed a government communication strategy of Banyumas in maintaining regional languages. The communication strategy, there are several programs which are: 1) The use of traditional clothing Banyumas conducted on Thursday. It aims to raise public awareness in preserving the culture of the area; 2) Program language use Banyumas. It is implemented mandatory on Thursday. Despite controversy with the Law about Language, Banyumas society until now no one has been concerned about the controversy; 3) Arrangement of Banyumas language as local content lesson in the education unit. The government seeks to replace the Java language into Banyumas language. Compared with the Java language, the Banyumas language have noble values were deemed to have similarities with the character of the people of Banyumas.

Key Word: Communication Strategic, Regional Language, Banyumas