

ABSTRAK

Marisya Rangganis 24071121024. Judul penelitian ini adalah Strategi *Public Relations* dalam Mempopulerkan Seni Ketangkasan Domba Garut (Studi Kasus Strategi *Public Relations* Pada Himpunan Peternak Domba Kambing Indonesia Cabang Garut).

Seni Ketangkasan Domba Garut merupakan warisan budaya lokal yang kini mengalami penurunan minat di tengah pengaruh modernisasi. Kondisi ini menuntut adanya strategi komunikasi yang efektif agar seni tradisional tersebut tetap dikenal dan diminati masyarakat. Penelitian ini bertujuan untuk menganalisis strategi *Public Relations* (PR) yang diterapkan oleh Himpunan Peternak Domba Kambing Indonesia (HPDKI) Cabang Garut dalam upaya mempopulerkan Seni Ketangkasan Domba Garut sebagai bentuk pelestarian budaya lokal. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus, serta berlandaskan Teori Komunikasi Persuasif yang di kemukakan oleh Carl Hovland and sherif (1952) yang mencakup empat dimensi: kredibilitas sumber, pesan, lingkungan media, dan kesinambungan pesan. Data dikumpulkan melalui wawancara mendalam, observasi, dan studi dokumentasi dengan informan penelitian yaitu Riki Muhammad Sidik, Esa Nugraha, dan Irpan Rukman.

Hasil penelitian menunjukkan bahwa strategi PR HPDKI Cabang Garut mampu meningkatkan citra organisasi serta menumbuhkan kesadaran dan rasa bangga masyarakat terhadap Seni Ketangkasan Domba Garut. Upaya tersebut dilakukan melalui penguatan komunikasi, pemanfaatan media sosial dan tradisional, serta kolaborasi dengan berbagai pihak. Namun, tantangan masih ditemukan dalam menjaga konsistensi penyampaian pesan dan memperluas jangkauan komunikasi di seluruh lapisan masyarakat. Secara keseluruhan, strategi *Public Relations* HPDKI terbukti memiliki peran penting dalam memperkuat eksistensi dan popularitas Seni Ketangkasan Domba Garut di era modern. Temuan penelitian juga menunjukkan penerapan teori komunikasi persuasif, di mana kredibilitas sumber HPDKI dinilai tinggi sehingga pesan mudah diterima, pesan yang disampaikan jelas dan menekankan nilai budaya, media yang digunakan kombinasi digital dan kegiatan lapangan untuk menjangkau banyak kalangan, serta kesinambungan pesan dijaga melalui publikasi dan sosialisasi yang dilakukan secara rutin.

Kata Kunci: Seni Ketangkasan Domba Garut, Komunikasi Persuasif, Strategi Komunikasi, HPDKI.

ABSTRACT

Marisya Rangganis 24071121024. The title of this research is “Public Relations Strategy in Popularizing the Art of Garut Sheep Agility (A Case Study of Public Relations Strategy at the Indonesian Sheep and Goat Breeders Association, Garut Branch).

Garut Sheep Agility Art is a local cultural heritage that is currently experiencing a decline in interest amidst the influence of modernization. This condition demands an effective communication strategy so that this traditional art remains known and in demand by the public. This study aims to analyze the Public Relations (PR) strategy implemented by the Garut Branch of the Indonesian Sheep and Goat Breeders Association (HPDKI) in an effort to popularize Garut Sheep Agility Art as a form of local cultural preservation. This study uses a descriptive qualitative method with a case study approach, and is based on the Persuasive Communication Theory put forward by Carl Hovland and Sherif (1952) which includes four dimensions: source credibility, message, media environment, and message continuity. Data were collected through in-depth interviews, observations, and documentation studies with research informants namely Riki Muhammad Sidik, Esa Nugraha, and Irpan Rukman..

The results of the study indicate that the PR strategy of the Garut Branch of HPDKI is able to improve the organization's image and foster public awareness and pride in the Garut Sheep Art of Agility. These efforts are carried out through strengthening communication, utilizing social and traditional media, and collaborating with various parties. However, challenges are still found in maintaining consistency in message delivery and expanding communication reach across all levels of society. Overall, the HPDKI Public Relations strategy has proven to have an important role in strengthening the existence and popularity of the Garut Sheep Art of Agility in the modern era. The research findings also show the application of persuasive communication theory, where the credibility of HPDKI sources is considered high so that messages are easily accepted, the messages delivered are clear and emphasize cultural values, the media used is a combination of digital and field activities to reach many groups, and the continuity of the message is maintained through publications and socialization carried out regularly.

Keywords: Art of Garut Sheep Agility, Persuasive Communication, Communication Strategy, HPDKI.