

ABSTRAK

A PUBLIC RELATIONS STRATEGY AT LKP SIGER BATIK OF SARI TELADAN FOUNDATION IN THE WAY OF PROMOTING SIGER BATIK IN BANDAR LAMPUNG

**(A Study Case at the House of Public Training and Course (LKP) Siger Batik
of Sari Teladan Foundation in Beringin Raya)**

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Batik is Indonesian valuable cultural heritage. Almost every region in Indonesia has its own batik art and motif, including Bandar Lampung, in which Batik is one of the local cultures. However, there are not many people know the existence of Batik Lampung (Siger). It needs extraordinary efforts of many parties to raise a typical coastal batik Lampung, save it from extinction.

The formulation of the problem in this research is: "How does Public Relations strategy of LKP Siger Batik of Sari Teladan Foundation attempt to promote Batik Bandar Lampung Siger in society?". The purpose of this study was to describe the LKP Siger Batik's Public Relations Strategy of Sari Teladan Foundation in an attempt to socialize Siger Batik in Bandar Lampung.

The research method used in this research is descriptive qualitative approach. The sample of the research is 13 people. It consists of two people as the primary informant who is Sari Teladan Foundation's leader, Ms. Laila Al Khusna, and Public Relations Division, which is engaged in information and data, Mr. Agung Julianto and 11 people as secondary informants consisting of 3 workers in LKP Siger Batik Sari Teladan Foundation and 8 visitors of LKP Siger Batik. Data were collected through interviews, observation and documentation. Data analysis techniques used in this study is a qualitative analysis based on the data obtained from interviews and documentation. This method was used in order to locate and describe Public Relations Strategy at LKP Siger Batik of Sari Teladan Foundation in an attempt to promote Siger Batik in Bandar Lampung.

These results indicate that Public Relations Strategy at LKP Siger Batik of Sari Teladan uses systems theory in the way of promoting Siger Batik. It means that Public Relations is a division of LKP Batik Siger in which its function is influenced by the environment (Public, Government Agencies, Non-

Governmental Organizations, and both printed and electronics Media). In a policy, which is issued by LKP Siger Batik, public relation is responsible for the Foundation. It is not only responsible for limited results (output) of image and trust, but also how to deal with the change of public interest. In brief, the purpose of public relations is to make sure that the promotion of Siger Batik in Bandar Lampung can be realized well. The stages of the implementation process of public relations tasks can be categorized namely: (1) Fact Finding, (2) Planning, (3) Communicating, and (4) Evaluation.

Based on the results above, it can be concluded that Public Relation strategy at LKP Siger Batik of Sari Teladan Foundation in promoting unique Siger as Lampung Batik has been running well with good views of the society in Bandar Lampung. Most of people in Bandar Lampung have been aware that they have owned batik included batik Siger as the unique batik in Lampung.