

ABSTRAK

Arifin, Mohammad Miftahul. 2023. *Strategi Komunikasi Kepala Desa Dalam Meningkatkan Pendapatan Masyarakat Melalui Wisata Kampung Melati Desa Talkandang Situbondo*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Ir.H.M. Thamrin, M,Si.

Kata Kunci: *Strategi Komunikasi, Kepala desa, Kampung Melati.*

Kepala desa dan masyarakatnya memegang peran yang sangat penting dalam upaya pembangunan di suatu daerah. Pembangunan dapat diartikan sebagai serangkaian kegiatan untuk menciptakan perubahan mendasar dalam masyarakat dalam aspek sosial serta ekonomi. Keterlibatan masyarakat sangat penting dalam upaya pemberdayaan masyarakat pedesaan. Selain itu, pemerintah desa juga perlu mendorong partisipasi aktif masyarakat dalam setiap tahapan pembangunan desa, baik dalam perencanaan, pelaksanaan, maupun evaluasi program pembangunan desa khususnya pada kampung melati. Sehingga peneliti ingin mengetahui strategi komunikasi kepala desa dalam meningkatkan pendapatan masyarakat melalui wisata kampung melati dan respon masyarakat terhadap strategi komunikasi kepala desa dalam meningkatkan pendapatan melalui pengelolaan wisata kampung melati di desa Talkandang, serta mengetahui faktor apa saja yang mendukung strategi komunikasi kepala desa dalam meningkatkan pendapatan masyarakat melalui wisata kampung melati. Teori yang digunakan yakni perencanaan komunikasi yang dikemukakan oleh Hafied Cangara dengan pendekatan POAC (Planning, Organizing, Actuating, Controlling). Pada penelitian ini peneliti menggunakan metode deskriptif kualitatif. Hasil penelitiannya menunjukkan bahwa strategi komunikasi kepala desa berpengaruh terhadap peningkatan pendapatan masyarakat. Namun, masih terdapat beberapa kendala dan hambatan yaitu terkait kesiapan Sumber Daya Manusia kampung melati, akses jalan yang masih kurang memadai, dan komunikasi yang belum optimal antara kepala desa dengan masyarakat, dukungan yang diberikan masyarakat untuk pengembangan wisata kampung melati tidak maksimal dan sebaliknya kepala desa terhadap kampung melati.

ABSTRACT

Arifin, Mohammad Miftahul. 2023. *Village Head Communication Strategy in Increasing Community Income Through Kampung Melati Tourism, Talkandang Village Situbondo*. Thesis Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University of Jember. Advisor: Ir.H.M. Thamrin, M.Sc.

Keywords: *Communication Strategy, Village head, Kampung Melati.*

The village head and his community play a very important role in development efforts in an area. Development can be interpreted as a series of activities to create fundamental changes in society in social and economic aspects. Community involvement is very important in efforts to empower rural communities. In addition, the village government also needs to encourage the active participation of the community in every stage of village development, be it in planning, implementing, or evaluating village development programs, especially in Kampung Melati. So the researcher wants to know the village head's communication strategy in increasing community income through kampung melati tourism and the community's response to the village head's communication strategy in increasing income through managing melati village tourism in Talkandang village, and knowing what factors support the village head's communication strategy in improving people's income through melati village tourism. The theory used is communication planning put forward by Hafied Cangara with the POAC (Planning, Organizing, Actuating, Controlling) approach. In this study, researchers used a qualitative descriptive method. The results of his research show that the village head's communication strategy has an effect on increasing people's income. However, there are still a number of obstacles and constraints, namely related to the readiness of Kampung Melati human resources, road access that is still inadequate, and communication that is not optimal between the village head and the community, the support given by the community for the development of Kampung Melati tourism is not optimal and vice versa the village head to Village Melati.