

## ABSTRAK

Santoso, Arina Dabitha. 2023. *Peran Komunikasi Organisasi Karang Taruna Dalam Melestarikan Tradisi Puter Kayun Di Desa Boyolangu Kecamatan Giri Kabupaten Banyuwangi*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Dra.Juariyah.M.Si

Kata Kunci: *Peran komunikasi, Karang taruna, Tradisi Puter Kayun*

Komunikasi dalam suatu organisasi menjadi hal yang penting dalam pencapaian tujuan organisasi. Organisasi kepemudaan seperti karang taruna memiliki berbagai fungsi salah satunya terkait pelestarian kebudayaan yang dimiliki. Pada upaya pelestarian budaya seperti pelaksanaan tradisi Puter Kayun di Desa Boyolangu tentu saja karang taruna memiliki peranan di dalamnya meskipun belum berlangsung optimal akibat berbagai hambatan dan kendala terutama di bidang komunikasi. Untuk itulah, penelitian ini hendak mengkaji mengenai peran organisasi karang taruna dalam pelestarian tradisi Puter Kayun di Desa Boyolangu sekaligus hambatan komunikasi yang dialami. Penelitian ini berjenis penelitian kualitatif dengan pendekatan deskriptif dan menggunakan metode studi kasus. Data primer didapatkan melalui teknik wawancara dan observasi kepada tokoh adat dan anggota karang taruna, sementara data sekunder didapatkan melalui dokumentasi baik foto ataupun rekaman audio. Analisis data dilakukan melalui reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa peran pemuda karang taruna dalam pelestarian tradisi Puter Kayun yaitu berkontribusi dan berpartisipasi dalam tahap perencanaan, pelaksanaan, hingga evaluasi acara. Adapun hambatan dan kendala yang dihadapi organisasi karang taruna dalam komunikasi seperti terjadinya miss communication, kurang responsifnya anggota organisasi dalam berkomunikasi, hambatan personal seperti anggota yang sungkan dan malu berbicara di depan umum, hambatan bahasa (perbedaan bahasa), hambatan teknis dan lainnya. Dengan demikian, maka dalam meningkatkan kontribusi pemuda karang taruna dalam pelaksanaan tradisi Puter Kayun maka organisasi harus bisa menciptakan komunikasi secara interaktif, terbuka, dan responsif akan setiap topik yang dibahas dalam diskusi maupun rapat.

## ABSTRACT

*Santoso, Arina Dabitha. 2023. The Role of Communication of the Karang Taruna Organization in Preserving the Puter Kayun Tradition in Boyolangu Village, Giri District, Banyuwangi Regency. Thesis, Communication Science Study Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Jember. Advisor: Dra. Juariyah.M.Si*

**Keywords:** *The role of communication, Youth Organization, Puter Kayun Tradition*

*Communication within an organization is important in achieving organizational goals. Youth organizations such as Karang Taruna have various functions, one of which is related to the preservation of their culture. In efforts to preserve culture such as the implementation of the Puter Kayun tradition in Boyolangu Village, of course youth organizations have a role in it even though it has not been running optimally due to various obstacles and constraints, especially in the field of communication. For this reason, this research wants to examine the role of youth organizations in preserving the Puter Kayun tradition in Boyolangu Village as well as the communication barriers experienced. This research is a qualitative research type with a descriptive approach and uses a case study method. Primary data was obtained through interviews and observation techniques with traditional leaders and members of youth organizations, while secondary data was obtained through documentation, both photos and audio recordings. Data analysis was carried out through data reduction, data presentation and drawing conclusions. The results showed that the role of youth youth in preserving the Puter Kayun tradition was to contribute and participate in the planning, implementation and evaluation stages of the event. As for the obstacles and obstacles faced by youth organizations in communication such as the occurrence of miss communication, the lack of responsiveness of members of the organization in communication, personal barriers such as members who are reluctant and embarrassed to speak in public, language barriers (language differences), technical barriers and others. Thus, in increasing the contribution of youth youth in carrying out the Puter Kayun tradition, the organization must be able to create interactive, open, and responsive communication on every topic discussed in discussions and meetings.*