

ABSTRAK

Candra Kurniawan, Adi, 2024. Peran Humas Niskala Projek Independen Dalam Melaksanakan Event Sattva Aksara Budaya. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing : Ari Susanti, S.Sos., M.Med.Kom.

Kata Kunci: Strategi Humas, Event Organizer, Sattva Aksara Budaya

Di zaman modern ini, perkembangan ilmu pengetahuan dan teknologi semakin pesat ini semakin mengubah berbagai aspek kehidupan manusia, termasuk perkembangan seni dan budaya di tanah air. Dalam menjaga dan melestarikan seni dan budaya, tim Niskala Projek Independen berupaya untuk mengenalkan nilai – nilai budaya kepada khalayak khususnya masyarakat Kota Jember dalam pelaksanaan *event Sattva Aksara Budaya*. Penulisan laporan Tugas Akhir Bukan Skripsi (TABS) ini mengkaji tentang peran dan strategi apa yang humas Niskala Projek Independen terapkan dalam melaksanakan *event Sattva Aksara Budaya*. Tujuan penulisan laporan ini untuk memberikan pemahaman tentang strategi humas niskala dalam mensukseskan pelaksanaan sebuah event dan penyelesaian sebuah hambatan atau masalah saat proses persiapan acara. Laporan ini menggunakan metode deskriptif kualitatif, diharapkan dengan menggunakan metode ini bisa memberikan gambaran secara lebih detail dan mendalam tentang strategi humas niskala projek independen dalam persiapan *event Sattva Aksara Budaya*. Humas Niskala berperan penting dalam penyebaran informasi guna memastikan kelancaran dan keberhasilan penyelenggaraan *event Sattva Aksara Budaya*. Humas berperan dalam membuat strategi komunikasi yang efektif, membangun hubungan dengan beberapa stakeholder dan mitra, serta bertanggung jawab dalam mengelola citra positif acara.

ABSTRACT

Candra Kurniawan, Adi, 2024. The Role of National Public Relations for Independent Projects in Carrying out Cultural Literacy Sattva Events. Communication Science, Social Science and Political Science Study Program, Muhammadiyah University of Jember. Supervisor: Ari Susanti, S.Sos., M.Med.Kom.

Keywords: Public Relations Strategy, Event Organizer, Cultural Literacy Sattva

In this modern era, the increasingly rapid development of science and technology is increasingly changing various aspects of human life, including the development of art and culture in the country. In maintaining and preserving art and culture, the Niskala Independent Project team strives to introduce cultural values to the public, especially the people of Jember City, in implementing the Sattva Literacy and Culture event. The writing of this Non-Thesis Final Assignment (TABS) report examines the roles and strategies that Niskala Proyek Independen public relations implements in carrying out the Sattva Literacy and Culture event. The purpose of writing this report is to provide an understanding of formal public relations strategies in the successful implementation of an event and resolving obstacles or problems during the event preparation process. This report uses a qualitative descriptive method. It is hoped that using this method can provide a more detailed and in-depth picture of the noetic public relations strategy of independent projects in preparation for the Sattva Aksara Budaya event. Niskala Public Relations plays an important role in disseminating information to ensure the smooth and successful implementation of the Sattva Aksara Budaya event. Public relations plays a role in creating effective communication strategies, building relationships with several stakeholders and partners, and is responsible for managing the positive image of the event.