



## Strengthening Interpersonal Communication for Increase Community Participation in the Development Program Cultural Village Pioneers

Raden Bambang Srigati <sup>1)</sup>, Mohammad Solihin <sup>2)</sup>, Yanus Purwansyah Sriyanto <sup>3)</sup>, Dian Rhesa Rahmayanti <sup>4)</sup>, Umar Basuki <sup>5)</sup>

*Department of Communication Science, Universitas Respati Yogyakarta, Indonesia*

<sup>a)</sup>Corresponding author: [bams.srigati@gmail.com](mailto:bams.srigati@gmail.com)

**Abstract** Yogyakarta is known as a City of Culture with commitment strong in preserve tradition through the cultural village program , development art , and support for community local . One of the for example is a Cultural Village Miliran , Muja Muju , who guards tradition like Nyadran , Gunungan Apem Interfaith, and Troops Bregodo . Government support with facilities , assistance , and promotion , while involvement public become key sustainability. For increase participation , carried out training interpersonal communication for RT and RW administrators , so that Miliran Village is expected can become a model cultural village sustainable and adaptive to current development .

**Keywords** : Interpersonal Communication. Community Participation, Cultural Village .

### INTRODUCTION

Yogyakarta is known wide as The **City of Culture** has commitment strong in preservation tradition , wisdom local , as well as values culture that has take root in life community . Nicknamed the City of Culture No only limited to symbol , but rather is embodied identity through various real programs from Yogyakarta City Government in guard inheritance culture , both material and immaterial . This effort realized in form policy revitalization of cultural villages , development art traditional , as well as support full to community culture and artists local . Through step said , Yogyakarta continues confirm his position No only as destination tour popular , but also as center preservation and innovation culture.

One of the flagship programs in guard sustainability culture is formation and strengthening **Cultural Village** , namely an initiative that makes villages in Yogyakarta as center activity arts, culture, and education . This program own role strategic Because capable turn on return inherited traditions hereditary at a time present room for public For participate active in guard identity culture . A cultural village is also expected become a driving force development based wisdom local harmony with principle **development sustainable development** .

### METHODS

This study employs a qualitative approach with a post-positivistic paradigm, using a case study method. Case studies are descriptive in nature and focus on examining conditions, activities, developments, and key factors that influence the phenomenon under study. The results are analyzed and described to draw conclusions and research implications.

The unit of analysis in this research is Miliran Village, located in the Muja Muju Subdistrict of Umbulharjo, Yogyakarta. The village consists of four RWs and fourteen RTs. It has been designated by the Yogyakarta City Government as a pilot cultural village due to its ongoing commitment to cultural activities and community involvement.

### RESULTS AND DISCUSSION

One of example real from implementation of the program is **Cultural Village Miliran** , which is located in the Muja Muju area , Yogyakarta. This village become a pioneering cultural village that focuses on preservation tradition local as well as strengthening values togetherness society . Various routine activities are held as effort guard sustainability culture , including **Nyadran** , **Gunungan Apem Interfaith**

, and **Troops Bregodo** . Activities This No only means preservation tradition , but also reflects diversity culture as well as Spirit tolerance interfaith religious . This is in line with view Koentjaraningrat (1985) who emphasized that culture is system ideas , actions , and results work humans are studied , so tradition only will endure if Keep going inherited and lived by the community .

In support development of Cultural Village Miliran , Yogyakarta City Government provides facilities , assistance and promotion , so that this village No only known public local but also can interesting tourists . However , the success cultural village management No only depend on support government , but also on **participation active society** . Therefore that , role communication become factor important , especially interpersonal communication carried out by village **heads , figures culture , and RT/RW administrators** in build togetherness as well as move society . According to DeVito (2013), effective interpersonal communication capable build deeper relationship close , increase the sense of belonging , and encourage involvement active in A community .

Related with matter said , strengthening interpersonal communication becomes key in increase participation society . Through training interpersonal communication , village administrators (RT and RW) are expected can more skilled in convey message , build trust , and move public For follow involved in the cultural village program . Good communication will create a sense of togetherness , minimize conflict , and strengthen solidarity social capital is the main capital in guard sustainability a cultural village . With Thus, training interpersonal communication does not only increase personal skills of the administrator , but also provide impact direct to participation public in building a sustainable cultural village .

In addition , the importance of development of Cultural Village Miliran is also in tune with commitment Yogyakarta City Government to realize vision city as center culture in Indonesia. In the context globalization and modernization , culture local face challenge Serious in the form of shift value , change style life , and decline interest generation young to tradition . Therefore that is , the formation of a cultural village No just a conservation program , but also a strategy for adapt culture local to remain relevant in the middle current changing times. With existence strengthening interpersonal communication and engagement society , it is hoped existing traditions No only just maintained , but also can developed become Power pull sustainable tourism .

Based on the description above , can confirmed that strengthening interpersonal communication of village administrators is step strategic For increase participation public in the cultural village pilot program . This become part important from effort make **Miliran Village** as an example of a cultural village model that is not only preserve inheritance local , but also capable adapt and give benefit social , economic , and culture for society . With synergy between government , figures society and citizens of Yogyakarta as a City of Culture will the more sturdy in guard his identity at a time become destination tour superior culture .

## **Theoretical Framework**

**Interpersonal Communication (Devito) + Local Leadership ( Koentjaraningrat , Likert) → Improve Community Participation (Cohen & Uphoff, Arnstein) → Making it Happen Sustainable Cultural Village Initiative ( Brundtland Report).**

### **1. Interpersonal Communication Theory**

- **Devito (2013)** : Interpersonal communication is the process of sending and receiving messages. message between two people or better verbally and non-verbally, with purpose build relationships , influence , and create understanding together .
- **Joseph A. Devito (2009)** also mentioned characteristic features interpersonal communication : openness , empathy , attitude supportiveness , positiveness , and equality .

- Relevance : The village head needs skills interpersonal communication for invite public follow active in cultural programs .

## 2. Social Leadership Theory / Community Leaders

- **Koentjaraningrat (1985)** : Leader local or figure public own function strategic in guard values culture , moving society , and build cohesion social .
- **Leadership Theory Participative (Likert, 1961)** : Leadership that involves public in taking decision will more succeed in increase involvement and participation .
- Relevance : The village head must become leader capable participatory build trust and involvement inhabitant

## 3. Community Participation Theory

- **Cohen & Uphoff (1977)** : Participation public in development covering involvement in taking decisions , program implementation , utilization results , and evaluation .
- Relevance : Cultural village pilot program only succeed If public truly participate active , not just as viewer .

## 4. Sustainable Development Theory

- **Brundtland Report (1987)** : Sustainable development is development that meets current needs without sacrifice ability generation upcoming For fulfil his needs Alone .
- Relevance : Pioneering cultural village must managed with vision term long so that tradition still sustainable at a time adaptive to current development.

## Theoretical Framework in Research / Community Service

- **Interpersonal Communication** → as instrument For invite , motivate and build connection social.
- **Leadership Village Head** → as driving force main and connecting between residents as well as government .
- **Community Participation** → as key success pioneering cultural village .
- **Sustainability Culture** → as objective end so that the cultural village still alive , sustainable , and developing .

## Problems

1. **The low Community Participation**
  - Some residents Not yet feel has a cultural village program .
  - still is a more diverse society focus on needs economy compared to preservation culture.
2. **Limitations Communication Skills of Village Administrators**
  - heads and figures public Not yet all own skills effective interpersonal communication .
  - Communication tends to One direction , so that Not yet grow awareness together .
3. **Lack of Synergy between Stakeholders Interest**
  - Coordination between government , village administrators , community art , and citizens Still weak .
  - There is potential overlapping overlapping programs if No There is clear communication.
4. **Challenge Regeneration Culture**
  - Generation young tend not enough interested in tradition local .
  - There is a risk disappearance mark culture If No inherited in a way creative and up to date.
5. **Lack of Facilities and Amenities Supporters**
  - Activity culture often constrained place , equipment , and funds.
  - village infrastructure is not yet fully support tour culture .
6. **Lack of Promotion and Publication**
  - Potential village culture yet Lots known public wide and tourists .
  - Cultural village branding strategy Not yet maximum .

The solution is done .

1. **Interpersonal Communication Training**

- Give training to RT/RW head , figure community and village administrators to be able to build open and effective two - way communication .
- 2. **Improvement Strategy Community Participation**
  - Invite public through activity deliberation , mutual cooperation, and appropriate programs need inhabitant .
  - Give room for generation young with activity creative based culture .
- 3. **Strengthening Synergy and Collaboration**
  - Building a communication forum between government , community culture , figures society and citizens .
  - Forming team structured cultural village management .
- 4. **Innovation in Preservation Culture**
  - Packing activity tradition to be more engaging and inclusive .
  - Involving technology ( digitalization ) for documentation and promotion culture .
- 5. **Improvement Facilities and Infrastructure**
  - Provide room public , stage culture , and facilities supporters tour .
  - Weaving cooperation with party private or donor agencies for funding .
- 6. **Cultural Village Promotion and Branding Strategy**
  - Create promotional media ( brochures , videos, social media ) .
  - Attending cultural events scale city / province For introducing the cultural village .

## CONCLUSIONS

**Pioneering Village Program Culture Millions** own potential big in preserve tradition local at a time become Power pull tourism . However , there are a number of problems that must be overcome , including the low participation society , limitations skills communication management , lack of synergy between stakeholders interests , challenges regeneration culture , limitations facilities , as well as lack of promotion .

So that the program can running optimally, it is necessary **solution strategic** , namely :

1. Give **training interpersonal communication** for village administrator .
2. Increase **participation public** through activity inclusive and involving generation young .
3. Strengthening **synergy between government , administrators , community art , and citizens** .
4. Do **innovation preservation culture** with modern touch and digitalization .
5. Provide **facility adequate support** .
6. Develop **promotion and branding strategies for cultural villages** to be more known wide .

With synergy between society , government and community culture , as well as effective interpersonal communication , Miliran Village potential become a model cultural village adaptive sustainability to current development .

## Acknowledgments

### Suggestion

1. **Training interpersonal communication** need done in a way sustainable For RT, RW administrators and figures society to be able to invite inhabitant participate active .
2. **Society needs involved since beginning** in every cultural village program , so a sense of ownership and responsibility arises answer together .
3. **Yogyakarta City Government** should strengthen support , good in the form of facilities , assistance , and promotion of cultural villages .
4. **Generation young** need given room more wide For create and develop innovation for tradition still relevant with current development .

**Collaboration between parties** ( government , academics , communities , artists , and citizens ) must Keep going be improved so that the cultural village program can sustainable.

## References

1. Effendy, OU (2003). *Communication Science : Theory and Practice* . Bandung: Remaja Rosdakarya .
2. Hardjana , AM (2003). *Intrapersonal and Interpersonal Communication* . Yogyakarta: Kanisius .
3. Koentjaraningrat . (1985). *Culture , Mentality and Development* . Jakarta: Gramedia.
4. Littlejohn, S. W., & Foss, K. A. (2009). *Theories of Human Communication* (9th ed.). Belmont: Wadsworth.
5. Mulyana, D. (2005). *Communication Science : A Introduction* . Bandung: Teenagers Rosdakarya.
6. Rogers, E.M., & Kincaid, D.L. (1981). *Communication Networks: Toward a New Paradigm for Research* . New York: Free Press.
7. Soemardjan , S. (1991). *Social Change in Yogyakarta* . Jakarta: Pustaka LP3ES.
8. UNESCO. (2003). *Convention for the Safeguarding of the Intangible Cultural Heritage* . Paris: UNESCO Publishing.
9. Government . (2020). *Policy Revitalization of Yogyakarta City Cultural Village* . Yogyakarta: Yogyakarta City Cultural Office.