

## **ABSTRAK**

### **ANALISIS KOMUNIKASI PARTISIPATIF PEMERINTAH DESA KEBARONGAN PADA PEMUDA BERBASIS MODAL SOSIAL**

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Komunikasi partisipatif melibatkan berbagai unsur elemen yang ada di dalam masyarakat, sehingga komunikasi partisipatif dipandang penting agar masyarakat dapat mengetahui, mengerti, dan berpartisipasi dalam membangun dan mempertahankan modal sosial desa. Terlaksananya komunikasi partisipatif antara pemerintah desa dengan masyarakat desa dapat mendukung pencapaian desa yang diharapkan. Metode penelitian yang digunakan adalah metode kualitatif studi kasus. Pengumpulan data dalam penelitian ini menggunakan teknik wawancara, observasi, dan dokumentasi dengan teknik analisis data menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Pemerintah Desa Kebarongan mampu menerapkan komunikasi partisipatif dengan pemuda yaitu meliputi heteroglasia, dialog, poliponi, dan karnaval. Adapun keberhasilan penerapan komunikasi partisipatif tersebut disebabkan oleh terjaganya modal sosial di Desa Kebarongan yang meliputi kepercayaan, nilai dan norma, jaringan sosial. Kendati demikian, komunikasi partisipatif yang berlangsung belum berhasil sepenuhnya, salah satu penyebabnya yaitu kurang maksimalnya jaringan sosial yang dibangun oleh pemerintah desa terhadap pihak terkait di luar Desa Kebarongan.

*Kata Kunci: Komunikasi Partisipatif, Partisipasi Masyarakat, Modal Sosial*

## ABSTRACT

### ANALYSIS OF PARTICIPATORY COMMUNICATION BY THE VILLAGE GOVERNMENT OF KEBARONGAN TOWARDS YOUTH BASED ON SOCIAL CAPITAL

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Participatory communication involves various elements within a society. Therefore, participatory communication is considered crucial for enabling communities to understand, comprehend, and actively engage in building and sustaining the social capital of a village. The effective implementation of participatory communication between the village government and the village community can significantly contribute to the achievement of desired outcomes for the village. This research employs a qualitative case study methodology to explore the participatory communication practices of the Kebarongan Village Government with the youth. Data collection utilizes interview, observation, and documentation techniques, and data analysis employs techniques such as data reduction, data presentation, and drawing conclusions. The findings of the study indicate that the Kebarongan Village Government has successfully implemented participatory communication with the youth, encompassing heteroglossia, dialogue, polyphony, and carnival. The success of participatory communication implementation is attributed to the preservation of social capital in Kebarongan Village, including trust, values, norms, and social networks. However, the study reveals that the participatory communication process has not achieved complete success. One of the contributing factors is the suboptimal development of social networks by the village government with relevant parties outside Kebarongan Village.

*Keywords: Participatory Communication, Community Participation, Social Capital*