ABSTRAK

Divaila Shela Arhami. Peran Humas Pemerintah dalam Mempertahankan Eksistensi Kampung Adat Cirendeu melalui Festival Cirendeu (Studi Deskriptif Kualitatif Pada Dinas Kebudayaan Pariwisata Pemuda dan Olahraga Kota Cimahi)

Minimnya peran pemerintah daerah dalam pelestarian budaya menjadi salah satu faktor terkikisnya nilai-nilai tradisi lokal. Kampung Adat Cireundeu membuktikan pentingnya dukungan humas secara strategis dalam mempertahankan eksistensinya sebagai ikon budaya di Kota Cimahi, salah satunya dengan pelenyenggaran acara kebudayaan tahunan, yaitu Festival Cireundeu.

Penelitian ini bertujuan untuk menganalisis peran humas Dinas Kebudayaan, Pariwisata, Kepemudaan dan Olahraga (Disbudparpora) Kota Cimahi dalam mempertahankan eksistensi Kampung Adat Cireundeu melalui penyelenggaraan Festival Cireundeu, dengan menggunakan kerangka empat peranan humas dari Laurel Broom dan David Dozier. Metode penelitian yang digunakan adalah deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan narasumber terkait dan observasi.

Hasil penelitian menunjukkan bahwa Humas Disbudparpora menjalankan empat peran utama. (1) sebagai penasehat ahli (*expert prescriber)*, humas merancang Festival Cireundeu sebagai program strategis untuk memperkuat identitas budaya, pariwisata dan peningkatan ekonomi kreatif lokal; (2) sebagai fasilitator komunikasi *(communication facilitator)*, humas membangun kolaborasi pentahelix dan melakukan sosialisasi kepada masyarakat; (3) sebagai fasilitator pemecah masalah *(problem solver),* humas mengidentifikasi kendala teknis dan menyelesaikannya melalui komunikasi preventif dan evaluasi terstruktur; dan (4) teknisi komunikasi *(communication technician)*, humas melakukan publikasi melalui berbagai saluran digital, media massa, dan kolaborasi dengan komunitas lokal, Cimitage Ambassador.

Berdasarkan hasil dari penelitian ini, dapat disimpulkan Dinas Kebudayaan, Pariwisata, Kepemudaan dan Olahraga (Disbudparpora) Kota Cimahi berperan secara strategis dalam pelestarian Kampung Adat Cireundeu melalui Festival Cireundeu yang sekaligus menjadi media komunikasi yang efektif untuk memperkuat eksistensi budaya di tengah masyarakat.

Kata Kunci: Peran Humas Pemerintah, Festival Kampung Adat Cireundeu, Eksistensi Budaya.

ABSTRACT

Divaila Shela Arhami. *The Role of Government Public Relations in Maintaining the Existence of Cirendeu Traditional Village through the Cirendeu Festival (A Qualitative Descriptive Study at the Department of Culture, Tourism, Youth, and Sports of Cimahi City)*

The lack of local government involvement in cultural preservation is a factor in the erosion of local traditional values. Cireundeu Traditional Village proves the importance of strategic public relations support in maintaining its existence as a cultural icon in Cimahi City, one of which is through the annual cultural event, the Cireundeu Festival.

This study aims to analyze the role of public relations of the Department of Culture, Tourism, Youth, and Sports (Disbudparpora) of Cimahi City in maintaining the existence of Cireundeu Traditional Village through the Cirendeu Festival, using Laurel Broom and David Dozier's four roles of public relations framework. The research method used is descriptive qualitative. Data collection techniques were conducted through in-depth interviews with relevant informants and observations.

The results show that Disbudparpora Public Relations performs four main roles: (1) as an expert prescriber, public relations designs the Cirendeu Festival as a strategic program to strengthen cultural identity, tourism, and enhance the local creative economy; (2) as a communication facilitator, public relations builds pentahelix collaborations and conducts socialization to the community; (3), as a problem solver facilitator, public relations identifies technical constraints and resolves them through preventive communication and structured evaluations; and (4) as a communication technician, public relations carries out publication through various digital channels, mass media, and collaboration with local communities, such as Cimitage Ambassadors.

Based on this study is that the Department of Culture, Tourism, Youth, and Sports (Disbudparpora) of Cimahi City plays a strategic role in preserving Cireundeu Traditional Village through the Cirendeu Festival, which also serves as an effective communication medium to strengthen cultural existence in society.

Keywords: *Role of Government Public Relations, Cireundeu Traditional Village Festival, Cultural Existence.*