

## ABSTRAK

Penelitian berjudul *Peran Public Relations Banjeomas History Heritage Community (BHHC) Dalam Meningkatkan Awareness Masyarakat Pada Heritage Eks-Karesidenan Banyumas* bertujuan mengetahui lebih dalam peran komunitas non profit dalam meningkatkan awareness masyarakat terhadap *heritage area* Banyumas. Peneliti menggunakan metode kualitatif untuk mendeskripsikan program-program yang dirancang BHHC baik secara online maupun offline untuk meningkatkan awareness masyarakat terkait sejarah local. Proses penelitian menggunakan data primer dan data sekunder untuk memperkuat validitas data. Menggunakan 3 teknik pengumpulan data, yaitu observasi, wawancara, dan dokumentasi. Terdapat 4 orang informan utama yaitu pihak BHHC; 3 orang informan kunci yaitu peserta program BHHC yang mengikuti kegiatan minimal 3 kali; dan 1 orang informan pendukung yaitu pamong kebudayaan DINPORABUDPAR Kab. Banyumas. Penelitian menggunakan *Excellence Theory* dari Grunig and Hunt (1984), berfokus pada model *Two-Way Asymmetrical* dan *Two-Way Symmetrical Communication*. Hasil penelitian menunjukkan bahwa BHHC merealisasikan model *Two-Way Asymmetrical* dan *Two-Way Symmetrical Communication* ke dalam program kegiatan seperti Pameran *Banjoemas Heritage Week* (BHW), BHHC Goes To School/Campus, *Classy Hangout Day*, *Jelajah Banjoemas*, *Banjoemasche Souvenir*, *Kandhah Kuna*, *Workshop*, *Perbantuan Riset*.

Kata kunci: *public relations*, komunitas sejarah, *public awareness*

## **ABSTRACT**

*The research entitled *The Role of Public Relations of the Banjeomas History Heritage Community (BHHC) in Increasing Public Awareness of the Heritage of the Old Town of Banjoemas* aims to gain a deeper understanding of the role of non-profit communities in increasing public awareness of heritage areas in Banyumas. The researcher employed a qualitative method to describe the programs designed by BHHC, both online and offline, to enhance public awareness related to local history. The research process utilized primary and secondary data to strengthen data validity. Three data collection techniques were used: observation, interviews, and documentation. There were four main informants from BHHC; three key informants consisting of BHHC program participants who had joined activities at least three times; and one supporting informant, namely a cultural officer from the Department of Youth, Sports, Culture, and Tourism (DINPORABUDPAR) of Banyumas Regency. This research applies the Excellence Theory by Grunig and Hunt (1984), focusing on the TwoWay Asymmetrical and Two-Way Symmetrical Communication models. The results show that BHHC implements both the Two-Way Asymmetrical and TwoWay Symmetrical communication models through program activities such as Exhibitions Banjoemas Heritage Week (BHW), BHHC Goes to School/Campus, Classy Hangout Day, Jelajah Banjoemas, Banjoemasche Souvenir, Kandhah Kuna, Workshops, and Research Assistance Programs.*

*Keywords: public relations, historical community, public awareness*