

ABSTRAK

Penelitian ini dilatarbelakangi oleh dinamika komunikasi dalam pengelolaan Peken Banyumasan yang melibatkan berbagai pemangku kepentingan, mulai dari penyelenggara, pemerintah, komunitas, pelaku UMKM, pelaku ekonomi kreatif, hingga pengunjung. Keberlanjutan penyelenggaraan *event* menunjukkan pentingnya strategi komunikasi dalam membangun koordinasi, penyampaian informasi, dan kolaborasi antarpihak. Penelitian ini bertujuan menganalisis strategi komunikasi dalam pengelolaan Peken Banyumasan *Batch 4* berdasarkan lima tahapan *Event Management* Joe Goldblatt, yaitu *research*, *design*, *planning*, *coordination*, dan *evaluation*, serta menjelaskan perannya sebagai wadah pemberdayaan ekonomi kreatif. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik *purposive sampling* terhadap sembilan informan yang terdiri atas kreator, pihak Kecamatan Banyumas, tim penyelenggara, pelaku UMKM, pelaku ekonomi kreatif, dan pengunjung. Data diperoleh melalui observasi, wawancara semi terstruktur, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa kelima tahapan *Event Management* telah diterapkan dalam pengelolaan Peken Banyumasan dengan tingkat implementasi yang berbeda. Tahap *coordination* menjadi tahap paling dominan melalui komunikasi intensif menggunakan WhatsApp, komunikasi langsung, pembagian *person in charge*, serta koordinasi dengan berbagai pemangku kepentingan. Tahap *research*, *design*, *planning*, dan *evaluation* juga telah berjalan, meskipun masih terdapat keterbatasan pada riset audiens dan dokumentasi evaluasi. Strategi komunikasi berperan dalam menjaga keberlanjutan *event* sekaligus mendukung pemberdayaan ekonomi kreatif melalui penyediaan ruang promosi, penguatan jejaring, peningkatan visibilitas produk, dan kolaborasi antar pelaku kreatif.

Kata kunci: strategi komunikasi, manajemen *event*, Peken Banyumasan, ekonomi kreatif, *Event Management*.

ABSTRACT

This study is motivated by the dynamics of communication in the management of Peken Banyumasan, which involves various stakeholders, including organizers, government institutions, communities, MSME actors, creative economy practitioners, and visitors. The continuity of event implementation demonstrates the importance of communication strategies in building coordination, information delivery, and collaboration among stakeholders. This study aims to analyze communication strategies in managing Peken Banyumasan Batch 4 based on Joe Goldblatt's five stages of Event Management, namely research, design, planning, coordination, and evaluation, as well as to explain its role as a platform for creative economy empowerment. This research employed a descriptive qualitative approach with purposive sampling involving nine informants consisting of creators, Banyumas District officials, organizing teams, MSME actors, creative economy practitioners, and visitors. Data were collected through observation, semi-structured interviews, and documentation, then analyzed through data reduction, data presentation, and conclusion drawing. Data validity was tested using source and technique triangulation. The results show that the five stages of Event Management have been implemented in the management of Peken Banyumasan with different levels of implementation. The coordination stage became the most dominant stage through intensive communication using WhatsApp, direct communication, person in charge assignments, and coordination with various stakeholders. The research, design, planning, and evaluation stages were also implemented, although limitations remained in audience research and evaluation documentation. Communication strategies contribute to maintaining event sustainability while supporting creative economy empowerment through promotional spaces, network strengthening, product visibility improvement, and collaboration among creative actors.

Keywords: communication strategy, event management, Peken Banyumasan, creative economy, Event Management.