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Implementasi Program Komunikasi PPMKI Dalam Mengelola Nilai Sejarah Berbasis Modal Sosial

Bibliografi : 5 Bab 65 hal + Lampiran + 33 Buku + 6 Internet

ABSTRAK

Keberadaan Mobil Kuno di Indonesia ternyata tidak hanya koleksi yang memiliki nilai estetika semata, namun juga sebagai warisan bersejarah dan saksi sejarah perjalanan bangsa Indonesia. Mobil-mobil tersebut merupakan simbol zaman, mewakili keberhasilan di masa lalu. Keberadaannya perlu dilestarikan agar warisan sejarah dapat dikenal oleh generasi penerus sebagai jejak rekam sejarah bangsa Indonesia.

PPMKI sebagai salah-satu organisasi pelestari mobil kuno yang solid dan bersatu, awalnya berusaha merawat dan melestarikan keberadaan mobil kuno yang nyaris tak terurus dan tersimpan di gudang. Seiring waktu berjalan, keberadaan mobil mobil baru dan modern merebut perhatian masyarakat dan mulai melupakan mobil tua yang merupakan warisan sejarah bangsa.

Didorong kesadaran melestarikan nilai sejarah yang ada pada mobil tua, PPMKI melakukan program komunikasi dengan tujuan membangun pengertian dan edukasi kepada masyarakat yang belum atau tidak memiliki ketertarikan dengan mobil kuno. Tujuan penelitian ini untuk mengetahui implementasi program komunikasi PPMKI dalam mengelola nilai sejarah berbasis modal sosial.

Hasil penelitian ini menunjukkan bahwa program komunikasi yang dijalankan Perhimpunan Penggemar Mobil Kuno Indonesia (PPMKI) sudah berjalan dengan optimal.

Kata Kunci : Implementasi Program Komunikasi, PPMKI

Abstrack

The existence of classic cars in Indonesia is not only a collection that has aesthetic value, but also as a historical heritage and witness to the history of the Indonesian nation's journey. These cars are symbols of the times, representing past successes. Its existence needs to be preserved so that the historical heritage can be recognized by future generations as the historical track record of the Indonesian nation.

PPMKI as solid and united classic cars conservation organization, initially tried to care for and preserve the existence of old cars that were almost neglected and stored in warehouses. As time goes by, the existence of new and modern cars grabs people's attention and begins to forget about old cars which are the nation's historical heritage.

Driven by the awareness of preserving the historical value that exists in old cars, PPMKI conducts a communication program with the aim of building understanding and educating people who have no interest in old cars. The purpose of this study was to determine the implementation of the PPMKI communication program in managing historical values based on social capital.

The research method is a case study research method, research that produces and processes descriptive data, such as observations, interview transcripts, photos, videos, field datas, pictures and others or collects actual information in detail and carefully that describes the syntoms which appears. The data analysis technique used by researcher is through data triangulation.

The result of this study indicate that the communication program run by the Association of Indonesian Ancient Car Enthusiasts (PPMKI) has been running optimally.

Keywords: Implementation of communication program, PPMKI