
THE COMMUNICATION STRATEGY OF THE CIREBON CITY COMMUNICATION, INFORMATION, AND STATISTICS AGENCY (DKIS) IN EMPOWERING SMES THROUGH THE "MILM KAMPUNG FESTIVAL" PROGRAM WITH THE "DAPUR NGEBUL " THEME.

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Abstract : This research investigates the role of communication strategies and their application in the context of the "Milm Kampung Festival" in 2023, themed "Smoky Kitchen," with the aim of promoting community products, enhancing social welfare, and fostering unity amidst global challenges and competition. The methodology thoroughly analyzes communication strategy formulation, emphasizing the significance of considering temporal and spatial factors for effectiveness. Effective communication, characterized by clear and appropriate messaging, is key to achieving these objectives. The primary research focus is on the "Milm Kampung Festival," particularly the creation and competition of short documentary drama (docudrama) films by the local community, serving as a medium for communication and persuasion through audio-visual storytelling. The study reveals that communication strategies play a pivotal role in achieving these goals, with the festival successfully disseminating messages and engaging viewers to contemplate and interact with the content. As a suggestion, future endeavors in public policy and communication should actively employ communication strategies, leveraging audio-visual storytelling, such as docudrama films, to address global challenges, enhance product quality, and promote community cohesion, drawing insights from this research as a noteworthy case study demonstrating their potential impact.

Keywords: Communication Strategies, Documentary Film, Audio-Visual

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INTRODUCTION

The success of communication activities is significantly influenced by the formulation of communication strategies (Joubert et al., 2019; Mokhtar & Othman, 2022; Moore & Jull, 2018; Sobotka et al., 2023). Developing communication strategies involves considering the conditions and situations (both time and space) faced and potentially faced in the future to achieve

effectiveness. With this communication strategy, several conscious communication methods can be employed to facilitate personal change easily and quickly (Heine, 1988; Intriago et al., 2021; Roiu & Talal, 2014; Steyn, 2022; Tibbie, 1997).

Communication strategies ultimately lead to effective communication. Effective communication, in broad terms, means conveying information in a precise and clear manner, making it easily understandable to others (Halcovitch & Thibodeau, 2019; Mitra, 2021; Sumaiya et al., 2022). This also implies that all concepts conveyed in the form of messages by the communicator can be interpreted consistently by the recipients.

The "Cirebon Festival Milm Kampung" is a community-based program initiated by the Department of Communication, Information, and Statistics (DKIS) of Cirebon City to empower the potential of the local community, encompassing tourism, agriculture, crafts, micro, small, and medium-sized enterprises (UMKM), and more (Hidayat & Syahid, 2019; Spilling, 2011; Wang et al., 2023). Additionally, through this film festival, it is expected to provide input to the local government in planning the sustainable development of Cirebon City (Dirgantara & Febriana, 2020; Kharisma et al., 2020; Roitman & Rukmana, 2022).

The "Cirebon Festival Milm Kampung," as an annual event, is the extension of the promotion of village tourism in Cirebon City. It explores the potential of neighborhoods or villages with creative ideas, including social potential, traditions, arts, history, culture, and the economy (Fahmi et al., 2017). The economic downturn due to the Covid-19 pandemic in early 2020 began to recede in 2022 (Biggs, 2021; Yamali & Putri, 2020).

Infrastructure development acts as a catalyst for the application of the trickle-down effect (Akinci, 2018; Byun et al., 2020). Progress achieved by one group of people will naturally cascade down, creating jobs and economic opportunities that, in turn, foster conditions for even economic growth distribution (Lee, 2020; Rezai et al., 2018; Salma Al Azizah & Choirin, 2019).

Projections of the creative economy in each village or neighborhood, initiated by local community groups, particularly women, serve as the main foundation for improving the welfare of residents (Favilukis & Van Nieuwerburgh, 2021; Maki et al., 2004). Individuals well-versed in the digital world open up new opportunities for the diverse development of Cirebon City, even reaching global markets. This new space benefits all generations, revitalizes every household to be productive, reduces school dropouts to the lowest possible level, mitigates stunting in toddlers, and empowers productive-age communities.

Together with 249 neighborhoods with potential for grassroots economic development, the 2023 "Cirebon Festival Milm Kampung," titled "Dapur Ngebul," is a creative space that is publicized and reaches all segments of society. Using

the docudrama film category, which is a combination of documentary and drama storytelling. It is based on real stories, reenacted events of the past, present, and future, with added dramatization elements directed by a director based on a script or screenplay.

UMKM takes the spotlight in this edition of DKIS due to the impact of the Covid-19 pandemic on the economy, particularly on UMKM. Therefore, DKIS, through the "Cirebon Festival Film Kampung," is employing communication strategies to create opportunities for enhancing the local economy. The progress of UMKM is a key indicator of a region's success, as the success of UMKM programs has a significant impact on the local economy's development.

METHOD

The research was conducted from February to April 2023, and it was located in Cirebon City, precisely at Jl. DR. Sudarsono No.40, Kesambi, Kesambi Sub-district, Cirebon City, West Java 45134.

The research material that will be the object of the study consists of the results of interviews with the Head of DKIS and MeSTI. Furthermore, the researcher will observe the process of film production that will be carried out directly by the community. The collected research materials will be processed to address the research questions at hand.

In this research, a qualitative approach with a descriptive research design was employed. The data used came from both primary and secondary sources, with a primary data source being the information obtained directly from informants through interviews conducted in the field. The interviews were carried out with the Chairperson of DKIS and the Manager of the "Cirebon Festival Film Kampung 2023."

Qualitative descriptive research focuses on gathering information that corresponds to the depiction of social phenomena or the object of study during the research. In this study, the researcher applied a qualitative descriptive method to describe and explain the communication strategies of DKIS in Cirebon City aimed at enhancing UMKM through the "Cirebon Festival Film Kampung 2023."

Interviews are one of the most common data collection methods used in social research. This method is employed when subjects.

RESULT AND DISCUSSION

The launch of the "Film Kampung Festival" with the theme "Dapur Ngebul"

It is a manifestation of Cirebon's rich artistic, traditional, and cultural heritage, both from the past and contemporary eras, which has inspired artistic ideas and a spirit of preservation, development, and the creation of new works. Traditional art created in the past has become a valuable asset that makes Cirebon a reference for

artistic work and creation.

Cirebon, with its 247 RW (neighborhood administrative units), possesses social, economic, artistic, historical, and cultural diversity. This diversity has the potential to contribute significantly, not only to tourism but also to education, the economy, technology, and social behavior. To harness this potential, it's essential to package this information in a manner consistent with the technological advancements of contemporary civilization. The "Milm Kampung Festival" is an endeavor aimed at consolidating Cirebon's sovereignty, positioning it alongside major cities worldwide.

The "Cirebon Festival Milm Kampung" is relaunched this year with an extended duration, allowing all RWs in Cirebon City to participate. The festival was officially launched by the Secretary of Cirebon City, Drs. H. Agus Mulyadi, M.Si., at the Co-Working Space of the Department of Communication, Information, and Statistics (DKIS) of Cirebon City on Thursday, March 9, 2023.

The "Festival Milm Kampung" is one of the flagship programs aimed at boosting the local economy in the form of micro, small, and medium-sized enterprises (UMKM). Its goal is to stimulate economic activities leading to job creation and income distribution within the various regions of Cirebon City.

The presence of group entrepreneurs at the RW/village level is an effort to foster economic growth, reduce development imbalances in Cirebon City, and serve as the foundation for increasing employment opportunities and income for all segments of the population.

Figure 1: Launching of the "Festival Milm Kampung"



This is the second edition of the "Festival Milm Kampung," following a similar event in 2022. Based on last year's evaluation, it was found that the time allocated for film production was too short, resulting in only 20 RWs participating. This year,

RWs are given an extended period to create a film, until June 2023. Agus hopes that all RWs in Cirebon City will participate in this festival, coordinated by their respective neighborhood heads and sub-district heads.

Agus explained that the "Festival Milm Kampung" is a community-based program. Through this activity, input can be provided to the local government to help plan future programs. "We hope that every RW can showcase creativity and innovation in cinematographic works."

The theme of this year's "Festival Milm Kampung" is "Dapur Ngebul," an effort to empower small and medium-sized enterprises (UMKM) in the community. The films created are expected to depict the reality in the field regarding the existence of small and medium-sized enterprises in the community. This portrayal will be valuable for intervention programs, including funding mechanisms.

Figure 2: Secretary of Cirebon City, Drs. H. Agus Mulyadi, M.Si., at the launching of the "Festival Milm Kampung"



The "Festival Milm Kampung 2023 Dapur Ngebul" will compete for the Mayor of Cirebon's trophy, with the production taking place between March and June 2023. The village films produced should not contain elements that contradict the laws and regulations of Indonesia and must be original works of the participants.

Purpose and Objectives of the Activity

The purpose of the "Milm Kampung Festival" activity is to observe and promote the potential and strengths of micro, small, and medium-sized enterprises (UMKM) in each neighborhood (RW) or village in Cirebon City through the medium of documentary drama films (Docudrama) that depict the real potential and strengths in the fields of tourism, economy, technology, social aspects, arts, history, and

culture.

The objectives of the "Milm Kampung Festival" activity are as follows:

1. To unearth the strengths and potential of UMKM in a specific RW or village.
2. To promote the strengths and potential of UMKM in a specific RW or village through film media.
3. To foster creativity among residents and popularize information technology.
4. To realize Cirebon as a Smart City.

Timing and Implementation Phases

The implementation of this activity commences in January and continues through July 2023. The phases of implementation are as follows:

1. Preparation
2. Socialization
3. Publicity
4. Competition Execution
5. Judging
6. Award Ceremony: The award ceremony is a space for appreciating the creative works of participants. The Mayor presents trophies and mentoring prizes according to categories.

Activity Strategies

1. The "Milm Kampung Festival" is a docudrama film competition among RWs or villages in Cirebon City.
2. The "Milm Kampung Festival" competes for the Mayor of Cirebon's trophy.
3. The "Milm Kampung Festival" is a response to the goals of Cirebon Smart City, promoting the savvy use of information technology by the community.
4. The "Milm Kampung Festival" involves all community stakeholders within RWs.
5. The "Milm Kampung Festival" engages policymakers at all levels, including sub-district, neighborhood, and RW levels.

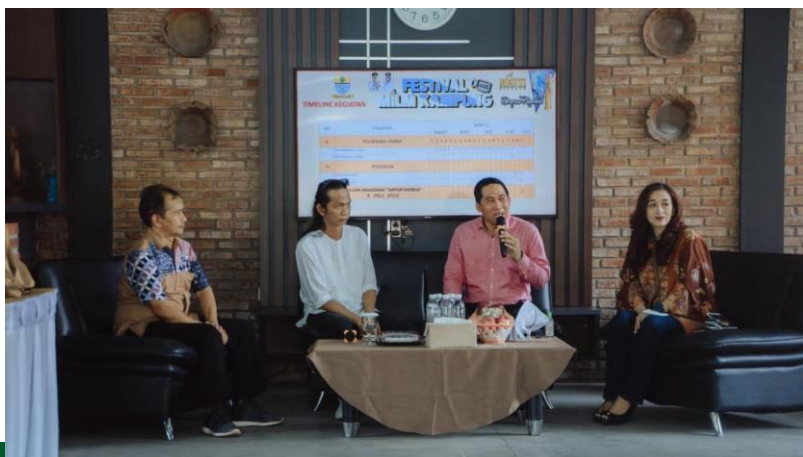
Discussion

Communication Strategy Through the Audio-Visual Docudrama Film Concept

Cirebon City boasts a substantial micro, small, and medium-sized enterprise (UMKM) industry. However, this industry lacks consistent competitiveness. This situation has led to the creation of an audio-visual media design aimed at addressing the potential and current conditions of small and medium-sized industries. The information seeks to raise awareness and serve as a means of delivering educational information. The "Milm Kampung Festival" of 2023, with

the theme "Dapur Ngebul," represents a collaborative effort and a communication strategy to promote the exceptional products of the Cirebon community in the face of globalization and fierce global competition. This endeavor portrays the development of UMKM as an effective economic system solution, enabling the community to compete in the global market and enhance the quality of local products to increase their market value, ultimately allowing them to compete with foreign products that are increasingly flooding the industrial and manufacturing centers in Indonesia. The Cirebon Festival Milm Kampung is a community-based program initiated by the Department of Communication, Information, and Statistics (DKIS) of Cirebon City. It aims to empower the potential of the Cirebon community in various aspects, including tourism, agriculture, crafts, UMKM, and more. Additionally, it is hoped that through this film festival, valuable input can be provided to the local government to facilitate the sustainable planning of Cirebon City programs. This festival is realized through short films categorized as docudrama, created by local communities, and subsequently competed and published to the public. The goal is to not only enhance social well-being but also unite the residents of Cirebon City. Documentary films are considered an effective means of disseminating messages to viewers. Through films, messages are packaged in a light and creative manner, making them enjoyable for a wide range of audiences. The development of information and communication media in the current digital era is advancing rapidly. Today, people can easily use digital media platforms to convey and spread messages. The technological advancements in communication media are not only used for communication but are also widely utilized to disseminate positive messages aimed at the progress of a region. Documentary films, with their audio-visual methods, are believed to engage viewers so that, in addition to enjoying the film, they delve into and contemplate the messages conveyed by the film's producers. In other words, the delivery of messages through films is often used as a persuasive communication medium to influence the audience.

Image 3: Direction of the final activities of the "Milm Kampung Festival"



The audio-visual concept encompasses various elements such as creativity, aesthetics, efficiency, communication, and other components to ensure its acceptance by the target audience (Dian & Jin, 2019; Haygood, 1965; Jiang & Loui, 2012). When crafting audio-visual content, the composition of design formats, layouts, typography, and color is essential to create a visually compelling presentation that allows the conveyed message to be easily absorbed by the target audience.

In the design of audio-visual media for this program, the use of simple and minimalist graphic elements becomes a defining characteristic of the program's brand image (Bu, 2022; Li, 2023; Zhao, 2020). The minimalist approach, combined with graphics and photography, adds a unique appeal to the visual elements. The goal is to not only captivate the interest of the target audience but also to convey a sense of seriousness while avoiding an impression of haphazardness.

Strategy and Innovation

The Department of Communication, Information, and Statistics (DKIS) of Cirebon City, led by Ma'ruf Nuryasa, A.P., continues to implement strategies and innovations. Ma'ruf explains that the Cirebon Festival Milm Kampung 2023 is a projection of Cirebon's diversity. With its cultural, social, traditional, religious, artistic, economic, and political richness, the city aims to align itself with cities worldwide.

"We strive to empower the potential of each diversity that has been harnessed. This is to harness the strength to become creative works that have a positive impact on the development of tourism, technology, social welfare, and the unity of the people of Cirebon. By creating tangible benefits that can be continuously developed for life," says Ma'ruf Nuryasa.

The organization of the Cirebon Festival Milm Kampung is not just a competition but a platform for showcasing the creativity and talents of the villages. "It's where we were born, raised, settled, and socialized with pride that must be publicized and shown to the public, under the title 'Kampung Kita Kih'," he adds. He also mentions the requirements, including using the docudrama film category, which combines documentary and drama elements based on real events that have occurred, are still happening, or will continue to occur. Additionally, the film must be directed by a director based on a pre-made scenario or script.

Other stipulations include producing the Village Film between November and December 2022, uploading it in mp4 format with FHD quality (1920 x 1080 px resolution) and a duration of 10-15 minutes, including opening and credit titles. The film must not contain elements contrary to Indonesian laws and regulations, such as decency, morality, violence, pornography, or content that contradicts

SARA (ethnicity, religion, and race).

Competing films must be original works of the participants, never previously submitted or published for commercial purposes, and free from any contracts or other obligations. Music/songs and other materials (photos, graphics, etc.) must not infringe on copyright, and the copyright of the work becomes the property of the organizing committee. The organizers have the right to broadcast and publish the video works. If the winner of the Festival Milm Kampung faces a copyright lawsuit, the committee will not be held responsible and will withdraw the prize, and the work will be disqualified as a winner. For more details, you can visit milmkampung.com.

Figure 4 : the head of the Department of Communication, Information, and Statistics (DKIS) in Cirebon City



Chairman of Commission I of the Cirebon City Regional People's Representative Council (DPRD), Dani Mardani, expresses strong support for the innovative efforts led by DKIS. He believes that these initiatives are key to propelling Cirebon into growth and progress during this era of digitalization. The Festival Milm Kampung is seen as a means to uncover untapped potentials within the city, such as those in micro, small, and medium-sized enterprises (UMKM), creative economy, and various business opportunities.

Mardani anticipates that by harnessing these potentials with the involvement of Cirebon's municipal stakeholders, it can accelerate economic recovery post the Covid-19 pandemic. This, in turn, could significantly enhance the well-being of the city's residents. He emphasizes that as a part of the governing body, the outcomes of the Festival Milm Kampung will serve as a basis for policymaking in Cirebon since it is a tangible representation of activities that occur within the community and are captured through filmmaking.

The Festival Milm Kampung effectively draws the interest of participants to execute well-structured activities and programs. The meticulous development of stages in strategy implementation is a crucial aspect, especially in formulating the strategy. Each stage's significance lies in ensuring that objectives are effectively achieved, and that the desired targets are met by formulating the strategies to be implemented within the Festival Milm Kampung.

"Interest" in this context refers to an inclination of the soul that impels individuals to take notice, become engaged, feel pleasure, and actively partake in actions related to the subject matter. This inclination arises from the subject's relevance to an individual's needs and is a driving force in their actions.

CONCLUSION

Based on the results of the Community Service activity through research on the "Milm Kampung Festival" 2023 with the theme "Dapur Ngebul," the following conclusions can be drawn:

1. The "Milm Kampung Festival" of 2023, themed "Dapur Ngebul," represents a creative collaborative effort and a communication strategy to promote the exceptional products of the Cirebon community amidst global currents and fierce competition. This endeavor portrays the development of micro, small, and medium-sized enterprises (UMKM) as an effective economic system solution, enabling the community to compete in the global market and enhance the quality of local products.
2. The "Milm Kampung Festival" is a community-based program initiated by the Department of Communication, Information, and Statistics (DKIS) of Cirebon City. It aims to empower the potential of the Cirebon community in various aspects, including tourism, agriculture, crafts, UMKM, and more. Additionally, it is hoped that through this film festival, valuable input can be provided to the local government for the sustainable planning of Cirebon City programs. This festival realizes its vision through short films categorized as docudrama, created by local communities, and subsequently competed and published to the public, aiming to enhance social well-being and unite the residents of Cirebon City.
3. Documentary films are considered an effective means of disseminating messages to viewers. Through films, messages are packaged in a light and creative manner, making them enjoyable for a wide range of audiences. The rapid development of information and communication media in the current digital era is noted.
4. Documentary films, utilizing audio-visual methods, are believed to engage participants and viewers, encouraging them to delve deeper into the messages conveyed by the film producers. In other words, the delivery of messages through films is often used as a persuasive communication

medium to influence the audience. The concept of audio-visual media encompasses various elements such as creativity, aesthetics, efficiency, communicativeness, and other components to ensure that the message is well-received by the target audience. Effective processing of audio-visual media requires a composition of design format, layout, typography, and colors to present a visually compelling appearance that makes the conveyed message easily comprehensible.

5. The "Milm Kampung Festival" effectively captivates participants' interest in executing well-structured activities and programs. "Interest" in this context refers to an inclination of the soul that impels individuals to take notice, become engaged, feel pleasure, and actively partake in actions related to the subject matter. This inclination arises from the subject's relevance to an individual's needs. The meticulous development of stages in strategy implementation is a crucial aspect, especially in formulating the strategy. Each stage's significance lies in ensuring that objectives are effectively achieved and that the desired targets are met by formulating the strategies to be implemented within the "Milm Kampung Festival."

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