

COMMUNICATION STRATEGY USED TO PROMOTE ENTREPRENEURSHIP OF STUDENTS AND KARANG TARUNA THROUGH BAZAAR PROGRAM

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ABSTRACT

In the recent years, the hard competition of the business world is unavoidable. The existing problems faced by the students and karang taruna. have been challenging to the Faculty of Social and Political Sciences, Islamic University of Balitar Blitar to get the solution. The purpose of the research is to describe the communication strategy of Faculty of Social and Political Sciences of Islamic University of Balitar Blitar used to promote entrepreneurship of students and karang taruna. The design of approach chosen in this research is descriptive qualitative. The researchers used the paradigm Interpretative. Interpretative Paradigm aims to understand the meaning of behavior, symbols, and phenomena by using sampling Purposive Sampling. Data technique collection used interviews, documentation, and observation. There are four concepts how to coach the entrepreneurship development on students and karang taruna of village: 1. Knowing the audience, 2. Composing messages, 3. Establishing methods, 4. Selection and use of media. The first bazaar was held on the Bunken road of Karangtengah sub-district of Sananwetan sub-district of Blitar city in collaboration with Karang Taruna Karangtengah village with the theme "BAZAAR ENTREPRENEUR" Food, Drink, accessories, Fashion, Craft etc and with acoustic, theater and dance band performance. The second bazaar is held in Bogowonto street, Pakunden Sukorejo sub-district, Blitar city which is cooperating with Pakunden karangtaruna with the theme of "BAZAAR ENTREPRENEUR" Food and Fashion and there are several activities such as the final of volley ball, various culinary, food court, discount distribution distro, live music acoustic and jaming grafiti. The third bazaar was held in Bangle sub-district market, Kanigoro sub-district, Blitar district which cooperated with karang taruna Mardhatilla Bangle and the theme of "BAZAAR ENTREPRENEUR" Merah Putih and there are climbing activities of pinang, healthy road, various culinary, distro, live music and graffiti jaming. The result of research shows that the communication strategy used by the Faculty of Social and Political Sciences of the Islamic University of Balitar Blitar in developing the Entrepreneurship through bazaar program to students and karang taruna of village has increased the enthusiasm, motivation and innovation in Entrepreneurship.

Keywords: Communication Strategy, Faculty Of Social and Political Sciences Islamic University of Balitar Blitar, Entrepreneurship Development through Bazar Program, Students and Karang Taruna

INTRODUCTION

Communication as a process of exchange of verbal and nonverbal symbols between sender and receiver to change behavior, now includes a broader process. The number of symbols that are exchanged certainly can not be calculated and grouped specifically unless the verbal and non verbal forms of symbols are sent. Understanding of communication as endless, considering the communication as a process that never ceased to cover human life in interacting. In the domain of communicator, communication strategy is very important because communicators as executors can immediately make a change if there is an influencing factor. In the process of communication certainly there are several factors that impede communication. The constraints can come at any time either from the communicator or from the communicant. One of the obstacles in achieving the goal of communication and dissemination of information relate to the fluency of communication between individuals, between external parties or external within an agency or company. External communication can also be a misunderstanding of something that can lead to disputes that can ultimately lead to disintegration in the relationship of cooperation. The problems that often arise in the implementation of internal and external communication is the lack of understanding of the meaning of communication so that an effective communication strategy should be required. Communication must contain the same meaning between at least two parties involved and its nature is not only informative ie for others to understand but also persuasive that is for others willing to accept a belief or understanding, do a behaviour or activities and others (Onong, 1996: 9). Internal and external communication are a very important factor in an ORGANIZATION. To achieve the common goal must be considered how the communication can invite other individuals or communicant to understand the message conveyed by the communicator in this case about the Faculty of Social and Political Sciences Islamic University of Balitar Blitar in entrepreneurship development through the program Bazar to students and youth cadets. The existence of communication constraints in the development of entrepreneurship to face the tight competition of the business world, Faculty of Social and Political Sciences of the Islamic University of Balitar Blitar conduct entrepreneurship training through Bazar program to students and youth cadets and it becomes the background in conducting the research with the title **“Communication Strategy Used To Promote Entrepreneurship Of Students And Karang Taruna Through Bazaar Program”**

RESEARCH METHODS

In the scientific process, the scientific paradigm plays an important role. The function of the science paradigm is to provide a framework, direct, and even test the consistency of the scientific process. According to Thomas Kuhn, the paradigm as a set of fundamental beliefs that guide our actions, both daily and scientific investigations. Paradigm as: "Basic belief system or worldview that guides the investigator, not only in the choices of methods but in ontologically and epistemologically fundamental ways." (Denzin & Lincoln, 1994: 105). Understanding the meaning of paradigm is a basic belief system or a way of looking at the world that guides researchers not only in choosing methods but also fundamental ways that are ontological and epistemological in other words paradigm is the basic belief system as a basis for seeking answers to the question what is the essence reality, what is the nature of the relationship between the researcher and the reality and how the researchers know the reality. Paradigm used in this research is post positivism paradigm.

This research uses qualitative data analysis. This means that the data obtained in the research reported what it is then analyzed descriptively to get a picture of the facts that exist and be able to explain in detail what the researchers encountered during the data collection process. According Sugiyono (2010), in the process of data analysis there are three main components of data reduction, data presentation and drawing conclusions

DISCUSSION

Strategy is a series of activities aimed at achieving goals and targets based on the present situation (situation). Strategy is a summary of the tactics to be used. Strategic thinking involves predicting or building the desired future goals, determining the forces that will help or that will hinder the achievement of goals, and formulate a plan to achieve the desired state. According to Porter strategy is a very important tool to achieve competitive advantage (Rangkuti, 2004: 4). Strategic planning almost always starts from what can happen, not in the start of what happens. The occurrence of new market innovation speed and changes in consumer patterns require core competencies. Companies need to look for core competitions in their business.

Target communication is never separated from the orientation of effectiveness. To achieve the effectiveness of communication then required a certain operational strategy. And to get an overview of the communication strategy first, the writer gives an overview of the definition of strategy in relation to communication

Formulation of Communication Strategy

The communicant has psychological and social deterrent forces for every influence that comes from outside of himself and his group. In addition, audiences are not only stimulated by just one message but many messages at the same time. This means that there are also forces of influence from other messages coming from other sources (communicators) at the same time, or before and after. Thus the expected message of effect or change in the imaginary is not the only "power" but only one of all the forces of influence working in the communication process, to achieve effectiveness.

Some bazar activities undertaken by the Faculty of Social and Political Sciences of the Islamic University of Balitar Blitar must have the strength in carrying out a communication strategy by relying on the message power of the bazaar activities. In order for messages delivered to the target (public) to be effective, communication strategies (Arifin, 1984) are as follows:

1. Getting to Know the Audience

Knowing audiences should be the first step for communicators in an effective communication effort. As has been explained that in the communication process, the audience is not passive at all, but active, so that between communicator and communicant do not only happen mutual relationship, but also affect each other. This means that audiences can be influenced by communicators and communicators can also be influenced by audiences.

The audience of bazaar activities conducted by the Faculty of Social and Political Sciences of the Islamic University of Balitar Blitar to students and youth of youth will be able to develop entrepreneurship spirit (Entrepreneurship) in the face of competition in the business world. In the early stages in implementing the communication strategy to know the audience because to know the audience is a very crucial factor by knowing the audience then the Faculty of Social and Political Sciences Islamic University of Balitar Blitar will be able to determine the communication strategy that must be done to achieve the goals of the institution. Likewise in terms of audience willingness to receive influence, especially on innovation.

2. Compose Messages

After knowing the audience and the situation, then the next step in strategy formulation, is to compose a message, that is determining the theme and material. The main requirement in influencing the audience of the message, is able to arouse attention. In preparing a message in making a communication strategy should really be noted the power of the message, because the

message must be true can be understood by the communicant or audiences. As for something that is meant by the message in the process of communication is something that delivered the sender/communicator to the recipient/communicant. Terms of effective communication for a message is interesting, can obtain the needs of individuals (personal needs) on the communicant, can satisfy the needs of the message conveyed, the message can satisfy emotional needs, the message can satisfy the logical expectations of the message recipient. There are 2 important things in making a message) (Arifin, 1984) as follow :

- a. Availability (easily obtained by Availability means the content of the message is easy to obtain because in the same case or people always choose the easiest, that is not too much to ask for energy or energy That the Faculty of Social and Political Sciences of Islamic University of Balitar Blitar make a message in bazaar activities through ads and brochures that are easily known and understood by the audience. With the content of a short message, solid and clear and can be easily accessed.
- b. Contrast shows that the message, in terms of using signs and mediums, has a sharp difference with the circumstances surrounding it. So it looks or sounds very pretentious, and thus easy to obtain. Something striking is because it is louder, brighter, bigger or a sudden movement in description, a change in abrupt sound, intensity, rhythm, and so on. The tada-sign used in the manufacture of ads and brochures are images of tents, food, beverages and others that exist in advertisements and brochu.

3. Define Method

The effectiveness of a communication depends on the stability of the message content, which is aligned with the condition of the audience and so forth. It will also be influenced by the methods of delivery to the target. The method is done according to Arifin (1984) offers an effective method of communication, namely:

a. Redundancy (Repetition)

It is affecting the audience by repeating the message to the audience. With this method all the benefits can be drawn from it. The benefits include that the audience will pay more attention to the message, because it contrasts with the message that is not repeated, so that he will be more attentive. Furthermore, by this repetition method, communicators may have the opportunity to correct unintentional errors in previous deliveries. Faculty of Social and

Political Sciences Islamic University of Balitar Blitar in repetition message about Bazar activities then made a notification to the audience by repeating the contents of the message like every new bazaar activities then the Faculty of Social and Political Sciences Islamic University Balitar Blitar always create different ads and brochures. The use of Redundancy method through advertising in the form of banners, banners and brochures done repeatedly until the audience can receive the message content well.

b. Canalizing

The process of canalizing is to understand and examine the influence of groups on individuals or audiences. That the Faculty of Social and Political Sciences of Islamic University of Balitar Blitar perform this method by inviting students and youth of Karang Taruna start to develop entrepreneurship from students to youth of youth. For the success of this communication, it must start from meeting the values and standards of the group and society and gradually turning it in the desired direction.

c. Informative

In the world of mass communication is known one form of a message that is informative, namely a form of message content, which aims to influence the audience with the way (method) to illuminate. Faculty of Social and Political Sciences Islamic University of Balitar Blitar give an informative message to the students and karang taruna of the village in the face of competition in the world of entrepreneurship. Illumination means conveying things as they are, what they really are, on the facts and the right data and the right opinions. Or as written by Jawoto in Arifin (1984):

- Providing information on facts solely, as well as controversial facts, or
- Provide information and guide the general direction of an opinion.

d. Persuasive

Persuasive means, affects by way of persuasion. In this case the audience is moved both his mind, and especially his feelings. Persuasive method is a way to influence the communicant, with not too much critical thinking, even if the audience can be affected unconsciously. situations that are easily sugesti (sugesstible). Faculty of Social and Political Sciences Islamic University of Balitar Blitar taught the students and youth of Karang Taruna Desa to carry out bazaar activities regularly with the latest bazaar themes such as the results of the efforts of the public interest.

e. Educative

Educative methods, as one way of influencing audiences of a general statement is thrown. The method of educating is to give an idea to a real audience, on facts, opinions, or experiences that can be accounted for in truth, intentionally, regularly and well-planned, with the aim of turning human behavior towards the desired. Faculty of Social and Political Sciences Islamic University of Balitar Blitar provides educative meaning for students and youth karangtaruna village to continue to develop entrepreneurship by developing entrepreneurial spirit and entrepreneurial spirit.

4. Selection and Use of Media

The use of medium as a means of channeling ideas, in order to seize influence in society is a must. The selection and the use of media conducted by the Faculty of Social and Political Sciences of the Islamic University Balitar Blitar in carrying out bazaar activities as a coaching in the development of entrepreneurship is by using brochures, banners and electronic media radio.

The bazaar was first held on Bunaken road in Karangtengah sub-district, Sananwetan sub-district, Blitar city, in cooperation with Karang Taruna Karangtengah village with the theme of "BAZAAR ENTREPRENEUR" Food, Drink, accessories, Fashion, Craft etc and with acoustic band, theater and dance performance. And the second bazaar is held in Bogowonto street, Pakunden Sukorejo sub-district, Blitar city which is cooperating with Pakunden karangtaruna with the theme of "BAZAAR ENTREPRENEUR" Food and Fashion and there are several activities such as the final of volley ball, various culinary, food court, discount distribution distro, live music acoustic and jaming graffity. The third bazaar was held in Bangle sub-district market of Kanigoro sub-district of Blitar in cooperation with Karang Taruna Mardhatilla Banggle with the theme "BAZAR ENTREPRENEUR" Merah Putih as well as the activities of areca climbing, healthy walking, various culinary, distro, live music and jaming graffiti.

With the communication strategy used by Faculty of Social and Political Sciences of Islamic University of Balitar Blitar in Entrepreneurship development through bazaar program to students and youth village cadets will continue to give spirit and motivation and innovation in Entrepreneurship development to students and youth of village cadets.

CONCLUSIONS

Faculty of Social Sciences and Political Sciences Islamic University of Balitar Blitar in carrying out bazaar activities as a coaching in entrepreneurship development on students and youth of village cadets by implementing communication strategy with 4 concepts: 1. Knowing the audience, 2. Composing messages, 3. Establishing methods, 4. Selection and use of media. And in the implementation of this bazaar held three times a year so that the development in entrepreneurship development on students and youth village cadets run periodically so that students and karang taruna of village will be better prepared, able and eager to become a formidable entrepreneur.

Implementation of communication strategy. And the Supporting Factors are a very supportive community by participating in bazaar activities as a coaching in the development of entrepreneurship in students and youth of village cadets by maintaining order together so as to create a good synergy between students, karan taruna of village community.

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