

ABSTRACT

Kampoeng Mataraman is one of the business units owned by the Village-Owned Enterprises (BUMDes) Panggung Lestari. The culinary tour is located at Jalan Ringroad Selatan No. 92, Bangunharjo, Sewon, Bantul, Special Region of Yogyakarta. Founded in 2017, Kampoeng Mataraman managed to get a lot of visitors. From the success obtained by Kampoeng Mataraman, of course behind it all there is the hard work of the BUMDes Panggung Lestari manager in carrying out a communication strategy to manage Kampoeng Mataraman. This study aims to find out how the communication strategy used by BUMDes Panggung Lestari in managing Kampoeng Mataraman. The results obtained in this study revealed that BUMDes Panggung Lestari in managing Kampoeng Mataraman used the POAC Communication Strategy. (1) Planning. BUMDes Panggung Lestari plans visitor segmentation, the concept of Kampoeng Mataraman and also the communication strategy that will be used to introduce Kampoeng Mataraman. (2) Organizing. In managing the existing business units, Panggung Lestari BUMDes has a management organizational structure. (3) Actuating. The BUMDes Panggung Lestari manager implements the work plan well in order to achieve the existing vision and mission. (4) Controlling. Panggung Lestari BUMDes supervises and conducts evaluations for holding once a week and for units every day.

Keywords: Strategy Communication, Kampoeng Mataraman, BUMDes