

ABSTRAK

Salah satu tren pernikahan Adat Jawa yang sedang ramai dikenal di kalangan masyarakat adalah Prajurit atau *Bregada*. Dalam kurun waktu tiga tahun terakhir jasa layanan prajurit sangat ramai dibutuhkan oleh masyarakat terutama untuk acara-acara pernikahan dan acara resmi lainnya. Dapat diamati bahwa ada pergeseran fungsi prajurit yang dahulu hanya dimiliki oleh Keraton kini berkembang secara swadaya dikalangan masyarakat Yogyakarta. Pasukan prajurit kini kian dikenal luas termasuk dalam proses upacara *Cucuk Lampah* dalam Adat Jawa. Berdasarkan fenomena ini, peluang bisnis di jasa layanan penyedia prajurit makin diminati untuk acara pernikahan maupun acara-acara resmi lainnya. Di samping itu belum banyak para pelaku usaha yang bersaing di bidang penyedia jasa prajurit seperti Prajurit Jogja. Tujuan penelitian ini untuk mengidentifikasi proses komunikasi interpersonal sekaligus hambatan-hambatan dalam proses negosiasi antara Manajer Komunitas Bregada Dipoyudhanto dengan mitra *wedding organizer*. Adapun penelitian ini bersifat kualitatif dengan metode yang digunakan dalam penelitian ini adalah studi deskriptif. Proses pengumpulan data dilakukan melalui wawancara, dokumentasi dan observasi. Dari pembahasan hasil penelitian disimpulkan bahwa komunikasi interpersonal yang terjalin antara Komunitas Bregada Dipoyudhanto dan mitra *wedding organizer* cukup efektif. Ini terlihat dari *wedding organizer* merekomendasikan jasa Prajurit Jogja ke teman atau kerabat mereka atau dikenal dengan istilah *word of mouth*. Meskipun demikian, ada pula hambatan-hambatan yang muncul dalam proses komunikasi interpersonal **dikarenakan kondisi setiap konsumen yang berbeda serta beberapa faktor yang bersifat teknis dan non teknis terjadi selama proses komunikasi berlangsung**. Oleh karena itu, pendekatan interpersonal diperlukan dalam membangun proses komunikasi proses antara Komunitas Bregada Dipoyudhanto dengan mitra *wedding organizer* agar tercapai tujuan akhir komunikasi seperti yang diharapkan.

Kata kunci: Komunikasi Interpersonal, Komunikasi Pemasaran, Prajurit Jogja

ABSTRACT

One of the trend of Javanese indigenous marriage that is being known among the public is Soldiers or *Bregada*. In the last three years, soldier service providers are very much needed by the community, especially for weddings and other official occasions. It can be observed that there was a shift in the function of the soldiers who had previously only been owned by the *Kasultanan* Palace and nowadays it's developing independently by the people in Yogyakarta. Soldiers are becoming more widely known, including in the process of *Cucuk Lampah* wedding ceremony in Javanese tribe. Based on this phenomenon, the demand for weddings and other official events is increase dramatically. In addition, there are not many business competitors for this soldier service providers like *Prajurit Jogja*. The purpose of this study is to identify the process of Interpersonal Communication as well as obstacles in the negotiation process between Manager of *Bregada Dipoyudhanto* community and wedding organizers. The research type is qualitative and the methodology of this research is descriptive study. The process of collecting data is done through interviews, documentation and observation. Moreover, the results of the study conclude that Interpersonal Communication was quite effective and well-established between *Bregada Dipoyudhanto* community and wedding organizers. As this can be seen from good interpersonal relations between community of *Prajurit Jogja* and wedding organizers, furthermore many *wedding organizers* recommend *Prajurit Jogja* to their clients, or it known as word of mouth effect. Nevertheless, there are also obstacles arise in the process of Interpersonal Communication due to the vary condition from each of consumers as well as several technical and non-technical factors that occur during the communication process. Therefore, an interpersonal approach is needed in building the process of communication between *Bregada Dipoyudhanto* community and wedding organizers in order to achieve the ultimate communication objectives.

Keyword: *Interpersonal Communication, Marketing Communication, Prajurit Jogja*