

ABSTRACT

Research Development of cultural communication and local knowledge Community Warung Info Jagad Cleguk point in introducing and attracting tourists in Borobudur. Based on this background, the formulation of the problem that researchers take How communication development of culture and local wisdom community Warung Info Jagad Cleguk in introducing and attracting tourists in Borobudur. The aim of research analyzing the development of cultural communication and local knowledge Community Warung Info Jagad Cleguk point in introducing and attracting tourists in Borobudur. The theory used is the theory of media. The method used is based on qualitative descriptive method. The data source of this research was obtained from sources of primary data and secondary data. The study was conducted through observation, interviews and literature. It is used to assist in analyzing the development of cultural communication and local knowledge existing in the Universe Community Warung Info Jagad Cleguk point in introducing and attracting tourists in Borobudur. Results of the study authors found that the communications made by the Community Warung Info Jagad Cleguk in Borobudur not run well because still level recognition. Development of cultural communication is done by community Warung Info Jagad Cleguk using dance ballet media. dance ballet which coincided with the celebration of events and welcoming guests. But now people can enjoy dance ballet on Saturday night, in the future people can enjoy every day such as dance ballet Ramayana dance in Prambanan. There was also the supporting factors are of cultural communication adanya developments in technology and communications media so as to facilitate the communication of culture and introduce and attract tourists. In the use of social media (medsos) website, facebook, whatsapp, Twitter and Youtube as Community Warung Info Jagad Cleguk in Borobudur is young people closer to social media. By using social media less inequality constrained by technological means (internet signal) in Borobudur. So that the Community point Universe Info Cleguk use workshop.