

**UPAYA DISEMINASI INFORMASI BERBASIS KEARIFAN LOKAL
OLEH DINAS KOMINFO KABUPATEN TANAH DATAR
(Studi Kasus pada Iklan Layanan Masyarakat “Lupo Inen”
pada Radio Luhak Nan Tuo 102.5 FM)**

SKRIPSI

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ABSTRACT

Local Wisdom-Based Information Dissemination Efforts by the Tanah Datar Communication and Information Office (Case Study on the Public Service announcements "Lupo Inen" on Luhak Nan Tuo Radio 102.5 FM)

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Information dissemination efforts are needed as a form of outreach and education for the public. This is in consideration of a phenomena that occur in society, where misinformation, misperceptions, and hoaxes often circulate. In this case, the Communication and Information Office of Tanah Datar Regency conducts the dissemination of information based on local wisdom in the form of Lupo Inen public service announcements. The purpose of this study is to analyze the process of disseminating information on Lupo Inen public service announcements and to find out the obstacles to the dissemination of information on Lupo Inen public service announcements. The researcher uses Ronald G Havelock's Dissemination and Utilization (D&U) models to explain the information dissemination process for Lupo Inen's public service announcements. This research uses a qualitative method with a case study approach and a constructivism paradigm. Methods of data collection include interviews, observation, and documentation. Data analysis was performed using the Miles and Huberman analysis method. The results showed that information dissemination begins with the aspirations of the Communication and Information Office as a source of information to disseminate information regarding government administration and changes in community behavior, information is then packaged into Lupo Inen public service announcements that carry the theme of local wisdom, then using radio as a dissemination medium, and finally the information conveyed can be used by the community. Obstacles encountered during the dissemination of information on Lupo Inen's public service announcements are idea barrier, technical, physical, facilities and infrastructure, human resources, time, cost, and also the absence of evaluation of Lupo Inen's public service announcements.

Keywords: Information Dissemination, Public Service Announcement, Lupo Inen, Local Wisdom