



Communication Audit as the Tools of Event for Measuring Effectiveness of Communication Activities

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Abstract

Every communication activities in the event have to do communication's audit regularly to know how effective the communication's programs, activities, performances, or policies that they have done. A communication audit is a systematic research method which identified the strengths and weaknesses of internal and external communications in organizing an event. In this case, the communication audit is used to the event, called Damar Kurung Festival, that held in Gresik, East Java, Indonesia. It is organized by "Gresikku Seru!" to preserve and introduce the art of Damar Kurung Gresik, which became extinct, to local and international audiences. This event has been held for 5 years and has never done a communication audit. Damar Kurung, rectangular lantern festival, is Gresik folk art which its each side has a picture that tells about the culture and customs of the Gresik society. This qualitative research describes how communication audit can be used as a tool to measure the effectiveness of communication activities in aspects of management, organization, communication, and feedback. The result of communication audit shows what and where the communication's barriers and it gives some recommendations to be fixed so that the goal and objective can be reached. Using audit communication, the barriers can be detected and resolved to improve how to organize the events in the future.

Keyword: Communication; Audit Communication; Marketing Public Relation; Organization; Event; Local Art

1. Introduction

Damar Kurung is a lantern, lamp, or illumination in cube shapes and made with paper and bamboo frames. Each side of Damar Kurung is decorated with a picture that has a story that full of meaning and symbols about the culture of Gresik city. The painting of Damar Kurung is full of cultural values, customs, history of people in Gresik.

The existence of Damar Kurung Gresik is a relic of the art of East Java whose began to be forgotten after Masmundari as a maestro of Damar Kurung passed away in 2005. Until, a community in Gresik held an event titled Damar Kurung festival as a platform to reintroduce this art in 2012. This event is held every year in the middle of Ramadan to commemorate the old tradition of Damar Kurung.

This event was organized by ASSIK community which is a group of youth people in Gresik who have a business of local souvenirs which officially formed on October 28, 2011 with the vision to introducing Gresik city through souvenir. Then, in 2015, the Damar Kurung festival was held by Gresikku Seru! as an official organizing community consisting of activists from art, culture, history, and craftsmen as well as entrepreneurs from Gresik. The purpose of establishment of this community is to focus more on digging information, cultural studies, variety of perspectives, and preservation of Damar Kurung.

The audience of festival are not stable every year, and a drastic decline occurs in 2015 and back ups in 2016. The increase of is feared only because the theme of the event which coincides

with the celebration of the 10th death anniversary of Damar Kurung Maestro, Masmundari. Based on the phenomenon, the researcher is interested to evaluate Damar Kurung festival which has conducted Marketing Public Relations activity that is organizing event to attract public attention in introducing Damar Kurung. Kotler and dan Kevin (2006) argue that companies can draw attention to new products or other company activities by arranging special events such as news conferences, seminars, outings, trade show, exhibits, contests and competitions, and anniversaries that will reach the target publics.

Evaluation in the context of Marketing Public Relations is to find whether the activities of Marketing Public Relations have been done according to plan and research. Effendy (2002) argues that evaluation can find the congestion of Marketing Public Relations activities. Cutlip et al. (2011) explained that the evaluation is divided into 3, i.e., conceptualization and program design, program monitoring and accountability, and program utility valuation.

This community and event have never been evaluated. Wilcox et al. (2005) argue that the overall communication activity within an organization should be evaluated at least once a year to ensure that the public can receive the appropriate message. In this study, the evaluation uses communication audit method. Hardjana (2000) argues that a communication audit can be used when the program loses its credibility, but it does not look at what the problem really is. Communication audit is a way to find vulnerable points, documenting and testing programs and working procedures to get feedback and make recommendations.

2. Literature Review

2.1. Communication audit

Audit is a method that can be used to determine the effectiveness of communication. According to Emerson (1982), communication that can achieve goals or targets that have been determined by the communicator is a effective communication. Hardjana (2000) argues that building and maintaining an effective communication system are a fundamental function of a company or organization. Moreover, to be able to know whether the activity or communication program is effective or not and to measure the performance and quality of executives, officials, and communications staff, the executive must conduct the communication audit periodically.

A communication audit was introduced by George Odiorne who wanted to show that the communication process could somehow be examined, evaluated, and measured carefully and systematically as well as financial records. Goldhaber and Donald (1979), a key figure in the International Communication Association (ICA) committee, describe a communication audit as a diagnostic check that can provide early information to prevent larger organizational breakdowns. According to Hardjana (2000), the purpose of communication audit is as follows:

1. Determining the location of overload or under load information related topics, sources, and channels of communication.
2. Assess the quality of information communicated by information sources.
3. Measuring the quality of communication relationships, trust, support, friendliness, and employee work satisfaction.
4. Recognize the network of rumors, social messages, and official messages then compared with the official communication network.
5. Identify sources of bottlenecks, information flow, and gatekeepers by comparing the roles of communication in practice, such as isolate, liaison, and group members according to their role.
6. Identify categories and examples of communication experiences and events.
7. Describe communication patterns at the personal, group, and organization level related to the topic, source, channel, frequency, duration, and quality of interaction.
8. Provide recommendations for improvements that need to be made based on the results of the audit communication analysis.

The reasons for the communication audit are as follows:

1. To find out if the communication program is working properly.
2. To make a diagnosis of potential problems and opportunities that may be wasted.

3. To evaluate new policies or communications practices.
4. To check the relation between communication with other operational actions.
5. To set up a budget for communication activities.
6. To set benchmarking.
7. To measure progress and development by comparing it with the benchmark.
8. To develop communication functions.
9. And to build the foundation and background for developing new communications policies and programs.

2.2. Time of communication audit

Communication audit can be done anytime. Especially, when there are issues to be solved, to get the source of the problem and as the basis for the development of the communication program. Communication audits can use when the communication programs lose the credibility and when the organization is stuck and have to cut the program and budget.

2.3. Communication audit approach

According to Hardjana (2000), there are 3 approaches to communication audit as follows:

1. Conceptual approach: This approach is related to organizational performance in the field of communication or effectiveness of communication system. This approach measures organizational performance to see the level goals achievement of communication activities. The effectiveness of communication can be measured by six criteria, i.e., receiver, content, timing, media, format, and source.
2. Survey approach: This approach is field research that used for evaluative research.
3. The procedure approach: This approach prioritizes the process of conducting communications audits rather than the measurement tools used. This approach is most complex, since it involves a group of auditors with multiple measuring instruments for the entire organization over a long period of time.

2.4. Communication audit method

Communication audit can use more than one technique and method. According to Brooks et al. (1979), the ICA has standardized the measurement standards for communications audits. Five measurements were developed such as a questioning survey, interviews, network analysis, critical incident analysis, and a communication diary.

These measurements focus on a number of communication variables within the organization such as information exchange (e.g., amount, accuracy, and timeliness), sources of information, actions of organizational members, communication channels, and networks. By examining the outcomes of communication, the auditors can also articulate the level of effectiveness within the organization, as well as the satisfaction of individual members. DeWine and James (1988) argue that the creation of the ICA audit is grounded in the approach that individual organizations can be assessed and appropriate solutions to organizational problems can be prescribed.

2.5. Data collecting and analysis techniques

Bogdan in Sugiyono (2009) argues that data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others.

There are three types of data collection and analysis techniques that can be used in communication audits as follows:

1. Observation techniques are an activity to observe and record the behavior of others.
2. Interview techniques, including two different techniques of interview techniques with questionnaires and face-to-face interviews.

3. Content analysis techniques, involving written information or documents. This technique is used for various purposes, including to measure the ease of understanding of organizational documents, theme analysis on an issue, message analysis through formal communication channels, and others.

2.6. Marketing public relations

The term Marketing Public Relations was first proposed by Harris (1991), and he argues that the process of planning and evaluating programs that encourage purchase and customer through credible communication of information and impression that identify companies and their product with the needs and concern of customer.

Marketing Public Relations provide added value to integrated marketing communications programs in several ways: (1) Building market appeals before the advent of advertising in the media, (2) encouraging communication programs where there is no advertising, (3) creating advertising news where there is no news, (4) bringing advertising into our lives, (5) extending the promotion program, (6) building personal relationships with consumers (7) influencing the influential, (8) communicating the benefits of new products, (9) demonstrate corporate social responsibility and build consumer confidence, and (10) maintain products at risk.

According to Kotler et al. (2003), there are five activities contained in the Marketing Public Relation as follows:

1. Press relations aim to put information into the news as positively as possible in the media, to attract the public's attention.
2. Product publicity, which consists of various attempts to publish certain products such as news product, special events, product redesign, and so on.
3. Corporate communication, which includes external and internal communication and promotion of the company.
4. Lobbying, close relationships with policy makers and legislators to support or even thwart certain laws and regulations.
5. Counseling, which advises management on public issues and the position and image of the company.

The MPR concept of Harris (1991) is not far from Philip Kotler's definition that Marketing Public Relations work because it adds value to the product through its unique ability to lend credibility to product message. The concept of the People's Consultative Assembly has three way strategies to implement the program in achieving the goals, such as follows:

1. Push strategy: Involves directing effort at intermediaries so that they are motivated to direct their promotional effort at customers, thereby pushing the product down the distribution channel.
2. Pull strategy: Involves aiming promotional activities at end users so that they demand the product from intermediaries, thereby pulling the product down the distribution channel.
3. Pass strategy: Applies when there is a need to enter markets blocked or protected by parties.

The public is an audience exposed to communication exchanges, as Fill (1999) noted that Marketing Public Relations not only concerns the successes and failures of the organization but also with certain public, i.e., customers, customers, and clients who exchange transactions.

2.7. Communication effectiveness measurement

In the communication process, a communicator obligation is to keep the messages that can be received by the communicant in accordance with the will of the sender. Model of communication process, in general, can give an idea to the managers of the organization, how to influence or change the attitudes of members or its stakeholders through the design and implementation of communication. In this case, the sender or the source of the message can be individual or as an organization, as can be seen in the image communication process.

Based on the chart or the image of the communication process, a message, before it is sent, first encoded into symbols which can use the actual message to be conveyed by the sender. The main purpose of using any symbol is that the sender is providing messages in a way that can maximize the

possibility that the recipient can interpret the sender's intended meaning in a proper way. Message from the communicator will be sent to the recipient through a specific channel or media. Messages received by the recipient through symbols, then be transformed back (decoding) into a language understood in accordance with the minds of recipients so that a message is expected (perceived message). Final results are expected from the communication process so that any action or attitude change according to the wishes sender receiver. However, the meaning of a message recipient feel influenced by how the message is in context. Therefore, action or attitude change is always based on the perceived message.

Feedback indicates that the process is going on two-way communication, which means that individuals or groups can function as the sender and receiver and each interact. This interaction allows the sender can monitor how well the messages transmitted can be received or whether the message has been interpreted correctly as desired.

In this, the connection is often used the concept of noise to indicate that there is a bottleneck in the communication process that could have happened to the sender, channel, receiver, or feedback. In other words, all the elements or element of the communication process may hamper effective communication. Communication barriers are things that hinder or impede communication, so the receiver misinterprets the message received. For effective communication, the communication process is done must examined, evaluated, and measured to achieve the goals or objectives communication with communication audit methods.

2.8. Evaluation research process marketing public relations

According to Cutlip et al. (2011), evaluation is divided into 3, i.e., the conceptualization and program design, monitoring and accountability of programs, and assessment utility program. Conceptualization and design of the program is a step to assess the quality, the adequacy of information, and strategic planning that determines the extent to which the program will be implemented. Monitoring and accountability are the stage of the medium used to reach the target public and the efforts made to meet the program's design. Utility assessment is the feedback from the program that has been implemented on the program.

2.9. Event

In event process according to Goldblatt (2002), there are 5 stages: Research, design, planning, coordination, and evaluation. In the research, an event must answer five questions, namely, why the event organized, who the public event, when the event carried out, of which the implementation of the event, and the purpose of the event held. Design is to create an event or a basic design of a program in design required a solid and creative team. Planning is tapa which defines three basic laws are time, location, and tempo. Coordination phase is the implementation phase of an event. The last stage evaluation is an important stage of an event to fix an event.

3. Research Method

The method used in this study is a communications audit. According to Hardjana (2000), communication audit is as a tool to find vulnerable spots, document, and test the program as well as work procedures, get feedback, and make recommendations. In this study, two communication audits are used as measuring instrument, i.e. face-to-face interviews and communications experience. Interviews were conducted face-to-face interviewer with a respondent. As said by Hardjana (2000), the purpose of this interview is to examine, test, or complete the data. Communication experience is a resource that will share the experience of successful or failed communication. Where the results of this interview will be the conclusion of a communication system.

This study uses a qualitative approach. According Silalahi (2010) a qualitative research is a process of investigation to understand a social problem based on the creation of a complete holistic picture formed by the words, informant reports are complete and prepared with a scientific background. The study involved a lot of people with different positions, and therefore, use qualitative descriptive

approach. According to Silalahi (2010), the qualitative descriptive approach is used to identify a group of people, objects, or events.

3.1. Subject research

The selection of informants needs to be determined taking into account the effectiveness and appropriateness of audit objectives to be achieved. There are few things to consider before selecting speakers, e.g. who they are and where they are from. According to Hardjana (2000), election required resource selection with the correct criteria to avoid the pile of information and opinion is very much in a limited time. The research subjects were the organizers of the event that is the chairman of a community or events, committee members, and some representatives of audiences.

3.2. Data analysis

The data collected can include observation, interviews, the essence of the document, and the tapes and is usually processed before it is ready to use such as through recording, typing, and editing. According to Silalahi (2010), qualitative analysis using words arranged in the expanded text and do not use systematic measurement. As disclosed by Hardjana (2000), this study uses the communication audit data that have been obtained will be an examination of the four aspects as follows: Management, organization, communication, and feedback.

4. Finding

Damar Kurung festival has been held for 5 years, from 2012 to 2016. In the implementation, Gresikku Seru! collaborates with communities, sponsors, and media partners. The findings obtained through the event organizing report as summarized in Table 1.

Researchers find three steps from Gresikku Seru! to create Damar Kurnung festival, such as related conceptualization and program design, monitoring and accountability of program implementation, and assessment of the utility of the program.

4.1. Conceptualization and design program

Damar Kurung Festival was first held in 2012 on the grounds that art Damar Kurung known as traditional arts of Gresik city began forgotten after the death of the Maestro Masmundari. The target of Damar Kurung festival is the local community Gresik and art lovers nationwide. Gresikku Seru! Community chooses Damar Kurung as the event object because this is the oldest art in Gresik and has great potential to be developed. The main purpose of Damar Kurung Festival is to introduce and preserve the arts Damar Kurung for widely recognized in the national arena to international.

Table 1: Report of Damar Kurung Festival 2012-2016

Festival Information	2012	2013	2014	2015	2016
Organizer community	Assik	Assik	Assik	Gressikku Seru!	Gressikku Seru!
Community partners	1	7	7	4	6
Supporters	2	6	2	10	4
Official partners	-	-	3	2	8
Media partners	2	4	4	2	4
Audiences	±600	±1500	±3000	±2000	±5000
Media coverages					
Online media	-	14	10	6	36
Print media	-	2	5	7	10

Source: Event Report

Chairman of delegating and communicating to the community composition of the committee to design the event. Committees then designing the proceedings to begin thinking the structures involved the target audience, the frequency of events, fund, theme, design events, partnerships, sponsorships, and place of the event. This event is done with the cooperation of the community, and the media as a supporter of the event, as well as sponsorship to help fund. This event is done with the cooperation of the community, and the media as a supporter of the event, as well as sponsorship to help fund.

Every year this event changed venues to get a new atmosphere. Site selection is based on sources hustle of the city as a public space where the whole is held in the town of Gresik. Implementation little bit different in 2016 due to chose the village as an event venue with a reason to be closer to local communities. Selection of the concept and theme of the event were selected based on results of the evaluation of the previous events with the flow of events that have not changed much, exhibit of Damar Kurung, creative bazaar, video playback, and a cultural discussion.

4.2. Monitoring and accountability program implementation

The chairman of the event is preparing the event with coordination meeting. The coordination meeting begins 6 months before the event is held, which is 2 times in 1 month, and more intense over time the implementation nearby. Event committee be changed to change every year without any permanent members except the chairman of the community. Member of the committee selected by open recruitment and mostly filled by student. The jobdesk accordance with the interests of members. Communications' committee is done by a gradual process after collected from open recruitment, held a meeting, and then forms a social group media as the main communication media.

This event seeks to reintroduce the folk art that is Damar Kurung to the wider community. This is done by establishing cooperation with community, sponsors, artisans, and artists from Gresik. However, this event has never received direct support Gresik government so that the pure event was organized by the initiative of Gresik youth.

In the past 1 year, Gresikku Seru! community makes pre-event, which is a small event held before the main event. Pre-event consists of satellite programs and workshops. The purpose of this activity is as a media publication of the implementation of the main event. The contents of the pre-event such as cultural discussions, film screenings, and workshops were held in various cities such as Surabaya, Jogjakarta, and Gresik. Activities were also conducted as briefing the committee about the history and science of Damar Kurung itself.

4.3. Utility assessment program: Impact and efficiency

The main target audience for the Damar Kurung festival is Gresik society. In this study, researchers chose 10 of those audiences who have attended this event. The results of interviews with 10 audiences have the characteristics and backgrounds vary according to age, economic status, and education level. The older audience categories give answers that tend to be positive. While the audiences with the younger age category provide a more critical answer and tend to negative.

This event does not only affect the existence of Damar Kurung arts and the organizers community but also of the people and Gresik city. There is the issue stating that the community is less able to establish good relations with the government of Gresik and some artists of Gresik.

5. Analysis and Interpretation

Communication audit steps starting from analyzing the communication objectives that have been formulated by the Gresikku Seru! community to the evaluation dimension of Marketing Public Relations program, and then, analyzed the aspects of management, organization, communication, and feedback.

5.1. Event analysis on the management aspect

The scope of the management aspect in the conceptualization and design of the program is the initial planning and concept of the show at the venue. There are several considerations in the event concept, namely, the frequency of the event venue, sponsor, theme, design events and places, and cooperation with the community. The aspect of management seems that Damar Kurung festival only reflects on the previous event, regardless of the trends, and needs of the Gresik society. The lack of research causes the event to be less developed. Non-targeted audiences make the lack of impact and the essence of organizing events.

5.2. Event analysis on the organizational aspects

In the aspect of organizations, Gresikku Seru! community as the organizers has a clear arrangement and media committees as internal communication between members through social media. Internal communications program is needed. According to Suhandang (2004), conducted an internal communications program or held to increase the passion and motivation of activists while working. However, the realization that occurred only a few members can be active in the internal media and the impact on the inactive member of the event committee.

The lack of interpersonal relationships in the organization affects the inconsistent committees and incompatible with the role. This is considered reasonable by the community because it is considered still able to work with active members only. Chairman of the committee considered less able to guide its members in accordance with the specified jobdesk. It is then a negative impact on the performance of the committee, such as a miss communication and double jobs that make the event less going well.

5.3. Event analysis on the communications aspects

In the communication aspect, there are some things examined in terms of internal and external. Internal aspect assesses coordination in the event committee. While external judge evaluate the publication and implementation of the event, the internal communications and community run is coordinated by committees of Damar Kurung festival. Coordination is done by the regular meeting every 2 weeks with a number of committees erratic attendance.

In external terms, the communication is publication. Publication is a distribution activities to convey information to the public. Publication activities conducted this event include a pre-event, workshops, media publications, and satellite event. This publication activity was conducted to attract the attention of the people to visit the Damar Kurung festival. This activity is published on social media which is considered appropriate for the target audience such as Facebook and Instagram. In the implementation, the event was held for 2-3 days in the middle of the fasting month with 6-h duration of the event, from 16.00 to 20:00 p.m. The agenda contains Damar Kurung exhibitions, creative bazaar, video screening, and cultural discussions.

The event rundown existing is conditional depending on technical and weather constraints. According to Goldblatt (2002), rundown event can be used for evaluation because during the event will be a key informant or someone who checks to see if the event went according to rundown.

5.4. Event analysis on feedback aspects

In the aspect of feedback, there are some things to check that the number of audiences and the received impact by event audience. This event is considered positive because they introduce and preserve the Damar Kurung arts and initiated by Gresik youth. This event is also considered interesting because it adds cultural-themed entertainment for the people of Gresik.

However, the event concept deemed monotone every year without significant change, and audiences do not feel the real festivals euphoria. Audiences just feel that the event is just Damar Kurung exhibition and good for the photo. Event content is considered boring and no different from other events.

The older audiences categories, interested in attending the event because seeing the crowds of people and the existing decoration, which is seen as entertainment that can be enjoyed with family without knowing the essence of the event. They just stroll to enjoy the creative bazaar, and only a few of them can last a long time. While audiences to the younger age criteria attended the event as interested in social media publications. They are a little more interested in knowing the essence of events and last longer to enjoy the event. Communication feedback obtained is a mouth-to-mouth communication about event organizing and communication on social media in the form of photos or media coverage.

6. Conclusion

Based on research that has been done in the previous chapters about communication audits of Damar Kurung festival that organized by Gresikku Seru! community, it could be concluded as follows:

1. The management aspect is seen that this event is less developed. This community seems not conducted in-depth research on the trends and needs of the target audience and made this event is too monotone. The overall concepts, themes, and content that event organized are not progressing and it is less attractive. Event planning for 6 months is less to make the event bigger and mature.
2. The organizational communication aspects are not effective, organization is less able to establish good communication with members. Hence, many members are inactive while organizing the event and making jobdesk incompatible with their duties. Non-permanent membership also creates communication barriers in the organization.
3. In the event implementation, pre-event activities, workshops, media publications, and satellite event are considered successful. This event is considered positive because they introduce and preserve the arts of Damar Kurung and initiated by Gresik youth. However, the implementation of the main event is less successful. The rundown event is less optimal because a lot of empty time that should be utilized. It takes more useful event content such as competitions, workshops, art performances, or events that attract audiences to participate, so they can keep audiences to stay even longer. Event rundown is poorly communicated, so the audiences feel confused looking for crowded points of the event.
4. Feedback is divided into two, audience feedback and the feedback of environmental and social impacts. In terms of audiences, this event has reached the target. The environmental impact that occurs only visible in the neighborhood of the organization that is only Gresik, such as the installation of Damar Kurung on the road, a wedding souvenir, and the theme for cafe or clothing businesses. However, the social impact is still lacking, people only know the existence of Damar Kurung as part of Gresik city, and no one has applied it as part of the tradition in daily life.

7. Suggestion

Although the communication audit of the Damar Kurung festival considered effective in some ways, there are weaknesses and deficiencies that can be corrected for event design recommendation in the future. The suggestions are as follows:

1. For Gresikku Seru! community
 - Organizing events should be performed every 2 years to get maximum results with a more mature concept. Planning an event with a longer time may produce a more mature concept of the event. The mature event concept can generate partnership and sponsorship relationships even greater, so the event run more effectively and do not walk halfway.
 - Effective communication will determine the survival and health of an organization. To be able to know whether the communication activities that have been run effectively or successfully achieve the goals and objectives of the organization is to conduct an audit of communications. Therefore, it can be suggested that the communication audit can be held regularly every year to further improve the effectiveness and performance of the organization. As well as find all obstacles of communication and disorders that cause the breakdown of the flow of information and opportunities were missed can be known to obtain a way that can improve the desired impact.

2. For further research

- A deeper study of communication audit can be done using two techniques of data collection, such as interviews and questionnaires. The study continued with quantitative methods to more complete and deep. Further research can conduct communication audit with questionnaire survey technique to audiences to rate communication elements such as the receiver, content, timing, media, format, source, and the implementation of this Damar Kurung festival.

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