

Rampak Genteng: Local Culture and Promotion by Public Relations

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KEYWORD

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ABSTRACT

This research advances existing studies by examining how Jatiwangi Art Factory (JAF) utilizes unique public relations strategies to promote Rampak Genteng - a distinctive cultural event using roof tiles as an artistic medium, which previous research has not explored in depth. While prior studies have generally analyzed social media's role in cultural promotion, this study delves into context-specific tactics like workshops, school collaborations, and word-of-mouth advocacy that effectively overcame local institutional resistance. Applying Cutlip, Center, and Broom's (1952) PR theory to a grassroots context, the research demonstrates how these participatory communication strategies not only built community ownership but also achieved national recognition through inclusion in Kemenparekraf's KEN calendar, offering a valuable model for preserving intangible cultural heritage in the digital age that differs from broader cultural marketing approaches.

Introduction

Local culture is one of the important assets in building national identity. However, in the digital era, the existence of local culture is increasingly eroded by the dominance of foreign cultures supported by technological developments and modernization (Yulianti, 2022). Advances in communication technology in the digital era require all aspects of communication to adapt to existing developments (Hamsinah et al., 2021). Developments in this field can be used to disseminate information and as a promotional medium (Sapatulloh et al., 2024). As a fortress from the influence of outside cultures that come to Jatiwangi, Majalengka Regency (Majalengka, 2021). The younger generation is now facing the challenges of globalization, by flooding it through social media. Local values and culture are increasingly declining and tend to be abandoned (Tourism and Culture Office of Majalengka Regency, 2021). This has led to decreased public interest, especially among the younger generation, in traditional culture considered less relevant to modern life. This phenomenon raises the need to preserve and promote local culture so that it still exists and has an appeal to the community (Arifin et al., 2019). One of the efforts to preserve local culture is to organize arts and cultural activities that can attract the attention of different levels of society to preserve cultural heritage (Anggoro et al., 2023). In Majalengka Regency, the Jatiwangi Art Factory (JAF) community has initiated Rampak Genteng, a cultural event that is held every three years and has been included in

the calendar of the Ministry of Tourism and Creative Economy of the Republic of Indonesia and Karisma Event Nusantara, as published on the official website of the Ministry of Tourism and Creative Economy (Website, 2024).



Source: eventdaerah.kemendparekraf.go.id & [instagram karismaeventnusantara](https://www.instagram.com/karismaeventnusantara), 2024

Figure 1. Kemenparekraf Website About Rampak Genteng Event & Kharisma Calendar Event Nusantara

This event utilizes roof tiles as a medium of art and a symbol of Jatiwangi's locality which involves thousands of participants to ring the roof tiles together to create a musical twang that tells about the history of Jatiwangi and its roof tile industry, this rampak genteng event is a means to revive people's appreciation of local traditions. The uniqueness of this concept managed to attract attention, not only from the community around Jatiwangi, but also from outside the Jatiwangi area (Lubis et al., 2022).

The success of Rampak Genteng cannot be separated from the important role of public relations (PR) in designing and implementing effective communication strategies. Public relations is a liaison between the host organization, the community, and other stakeholders to create a positive cultural image. As stated by Scott Cutlip, Allen Center, and Glen Broom (1952) in Gunawan & Dulwahab (2023) public relations is a management function that aims to state, persuade, and maintain mutually beneficial relationships between an organization and its public. The role of public relations is very influential on the success or failure of the organization in achieving its goals.

Previous research confirms the importance of public relations in promoting local culture. Nurcahyati et al. (2024) explained that social media can be a means to promote local culture. With a wide and fast reach, local culture can be more easily revived and disseminated. In addition, Yasa et al. (2024) stated that the use of media to promote local culture to the global level positively impacts increasing the value of this culture. With the current technological advancements, internet networks and social media can be optimally utilized to expand the role of local culture to be better known internationally. However, the main challenge in promoting local culture is how to package traditional values to

remain relevant and attractive amidst the dynamics of the times. In this case, PR strategies are key to creating a positive image of local culture and increasing public appreciation of events such as Rampak Genteng (Tosno et al., 2022).

While existing studies have broadly examined public relations' role in cultural promotion (e.g., Nurcahyati et al., 2024; Yasa et al., 2024), this research fills a critical gap by analyzing how Jatiwangi Art Factory (JAF) employs unique, context-specific PR strategies—such as social media campaigns, workshops, school collaborations, and word-of-mouth advocacy—to promote *Rampak Genteng*. This distinctive cultural event transforms roof tiles into an artistic medium. Unlike prior work focused on general cultural marketing Wahyuni et al. (2024) This study applies Cutlip, Center, and Broom's (1952) PR theory to a grassroots context. It demonstrates how participatory communication tactics overcome local institutional resistance and elevate the event to national recognition (e.g., inclusion in Kemenparekraf's KEN calendar), thereby offering a replicable model for preserving intangible heritage through community-driven PR.

Research Method

In this study, researchers used qualitative research methods. This method is used to clearly describe the role of Public Relations in building a Local Cultural Image and promoting the Rampak Genteng Jatiwangi event (Rokhani, 2023). The data collection techniques used were interviews, observation, and documentation. Interviews in this study were conducted in a question-and-answer format by researchers with informants who were deemed appropriate and relevant to the research, the main informant in this study was Rizki Permana, as JAF Public Relations, then supporting informants were 4 rampak tile participants, namely Mrs. Ema, Mrs. Yuyun Yuningsih, Mrs. Sri, and Febby, and 3 visitors, namely Tegar, Ayi Ihwan, and M. Awal Naufal, with the location of the interview taking place at Jatiwangi Coffee and online using Google Meet and WhatsApp. Furthermore, an observation technique aims to observe and record every action and symptom the research subject shows to obtain social facts objectively. In addition, there is also a documentation technique, where researchers collect data in the form of documents that already exist at the research location to be used as an additional source of information.

Data validity checking is carried out to ensure that the data obtained from the field is in accordance with the existing reality. This research uses triangulation techniques, including sources, techniques, and time, to ensure data validity. Source triangulation is done by comparing and rechecking data from informants, such as Jatiwangi Art Factory Public Relations, participants, and visitors to the Rampak Genteng event. Triangulation was applied by combining the interviews, observations, and documentation results to verify the data's consistency. Meanwhile, time triangulation was done by collecting data at different times and situations to ensure information stability. In addition, researchers also conducted discussions with supervisors and peers to gain additional perspectives and reduce subjectivity. With the application of this data validity technique, the research results are expected to have a high level of credibility and can be accounted for.

Results and Discussion

Based on the results of research conducted through observation and in-depth interviews with several informants from different backgrounds, and referring to the theory of public relations according to Scott Cutlip, Allen Center, and Glen Broom (1952) in

(Gunawan & Dulwahab, 2023), public relations is a management function that aims to explain, persuade, and maintain mutually beneficial relationships between organizations and their publics. The role of public relations is very influential in the success or failure of the organization in achieving its goals. The indicators in this theory include stating, persuading, and maintaining relationships, which are then outlined in the research findings as follows:

Stating means conveying information openly to the public so that the message can be clearly understood. This process is carried out in public relations activities to ensure that the public knows the goals, concepts, or programs the organization is implementing. In the Rampak Genteng event, public relations utilizes social media such as Instagram to convey information related to the event's schedule, concept, and purpose. In addition, workshops organized for local communities are a medium for direct education about Jatiwangi's local culture. The information conveyed not only attracts the attention of local people but also reaches audiences outside the Jatiwangi area. This is supported by a statement delivered by JAF Public Relations: "We also use Instagram social media to inform the entire concept of activities, with our distinctive design or template. Because this social media platform can be reached and seen by many people. We also hold workshops as a medium of information, such as discussing with the community directly and showing previous Rampak Genteng videos." (Rizki Permana, December 7, 2024)

The second indicator in PR theory is **persuading**, where persuading is an effort to convince or attract public attention to be involved in activities held by the organization. In this case, public relations often utilizes creativity and interesting strategies to build public interest. In the Rampak Genteng event, persuasion efforts were carried out through creative content design on social media and cooperation with media partners. This created an attraction for the public to participate as spectators and participants. In addition, public relations also visited schools outside the Jatiwangi area to build the younger generation's interest in local culture. As stated by JAF Public Relations, "For school children outside Jatiwangi, they come for research or visits, *and then we present them with a video documentary of the previous rampak genteng and workshops. From there, they are interested and happy to see the euphoric video of the previous rampak genteng. Then they asked, When will this Rampak Genteng be held again? If my school wants to join, can we?*". (Rizki Permana, December 7, 2024)

Maintaining relationships means maintaining good communication and engagement with the public to create ongoing relationships

This process is carried out to ensure continued support for the program or activity being implemented. In the Rampak Genteng event, JAF Public Relations maintained relationships with the community through active communication and involved them directly in the promotion of the event. Many people, such as mothers or students, helped promote the event to family and friends through word of mouth. This strengthens the sense of belonging to the local culture while increasing support for the event. JAF's PR statement supports this: "There are also many people, such as mothers or students, who recommend the rampak genteng event to their relatives and friends directly through word of mouth. That also helps us promote this event" (Rizki Permana, December 7, 2024).

So, based on the results of the research above, the researcher can describe the problem formulation in this study as follows:

Public Relations Role of Jatiwangi Art Factory in the Rampak Genteng event

Based on the results of this study, the role of public relations of Jatiwangi Art Factory (JAF) in the Rampak Genteng event is very important to ensure the event runs smoothly and successfully and gets attention from the wider community. This aligns with the views of Scott Cutlip, Allen Center, and Glen Broom (1952), who state that public relations is a management function that aims to maintain mutually beneficial relationships between organizations and their publics. Based on the researcher's observations, the role of public relations in the Rampak Genteng event has been maximized. This can be seen from the interviews conducted by researchers, where public relations at the Rampak Genteng event served as a liaison between schools, local governments, and other agencies. One of JAF's public relations representatives explained that they conducted direct socialization with various schools and related agencies.



Source: *instagram jatiwangiartfactory*, 2024

Figure 2. Socialization of Rampak Genteng Event to Schools

The communication relationship carried out by JAF public relations aims to increase participation in the Rampak Genteng event and introduce it to the community, especially schools and agencies. From here, public relations can be seen as a management function that maintains mutually beneficial relationships between the organization and its public to increase and promote the Rampak Genteng event.

The role of JAF public relations also reflects the main functions of public relations as described in the theory of Cutlip, Center, and Broom (1952). In addition to conveying information, public relations also tries to convince related parties to get involved in the Rampak Genteng event. Based on the results of interviews with informants, some schools actively offer to participate because they have seen the event's success in previous years. This established relationship not only supports the smooth running of the event but also strengthens the network of mutually beneficial cooperation between JAF and the participants.

The image of the organization plays a very important role in the smooth running and progress of the organization in the future (Supada, 2020). JAF Public Relations carries out its role by building a positive image of the Rampak Genteng event. The aim is that the rampak genteng event is widely recognized as a representation of local culture that is interesting to visit and increases the number of participants in the rampak genteng event (Tjahyadi et al., 2019). This is based on information obtained from the interviewee, "The Rampak Genteng event has a very positive impact on local culture, it is also one of the reasons I am interested in the Rampak Genteng event" (Interview with Tegar, November 30, 2024). The role of public relations in building a positive image, as carried

out by Jatiwangi Art Factory (JAF), is in accordance with the research of (Kartika & Juariyah, 2023) The research shows that PR is responsible for building a positive image and establishing strategic relationships with various parties to create public trust in the program or event.

The successful promotion of Rampak Genteng shows that public relations plays a strategic role in maintaining good relations with various parties. This also supports the view that PR significantly influences an organization's success or failure. In this context, JAF's public relations not only focuses on short-term communication, but also on maintaining good relationships that can benefit the sustainability of JAF's programs in the future (Putri et al., 2024).

Constraints and Efforts of Jatiwangi Art Factory Public Relations in Promoting the Rampak Genteng Event

Although the promotional strategy has been well designed, JAF Public Relations faces several obstacles that hinder the process of implementing the promotion of the Rampak Genteng event. One of the main challenges was the rejection from several agencies and schools in the Jatiwangi area, which is considered the “host” of this event. Based on interviews with JAF Public Relations, they mentioned that the rejection was due to reasons such as internal school agendas (Purwo & Puspasari, 2020). On the other hand, some schools from outside the Jatiwangi area are very enthusiastic about participating. (interview, December 7, 2024)

This shows that the main obstacle faced by JAF Public Relations in promoting the Rampak Genteng event is not only limited to the promotional strategy designed, but also the lack of support and participation from parties in the Jatiwangi area, as the main location of the event (Sari et al., 2021). Efforts to overcome this obstacle involve persuasive communication that aims to change a person's point of view, attitude, or belief (Claria & Sariyani, 2020). JAF Public Relations emphasizes the benefits that participants can obtain in terms of cultural promotion and educational collaboration. Another strategy implemented is to increase the attractiveness of promotional media, such as the use of creative visual content through social media, as well as a personal approach when socializing with schools and agencies. The obstacles experienced by JAF Public Relations are also in line with the findings of previous research on promotional barriers in the field of events and tourism.

Studies show that limited collaboration with stakeholders, such as schools and local governments, is often a significant challenge in public relations management for special events. In addition, consistent publicity through various media platforms, both conventional and digital, is crucial to ensure promotional success. Through these efforts, JAF Public Relations continues to adapt and strengthen its strategies to overcome the obstacles and maximize the positive impact of the Rampak Genteng event.

This is in line with the theory of public relations as a management function, where maintaining a mutually beneficial relationship between the organization and the public is one of the keys to a successful program, and maintaining good relationships with the public can build a better and more profitable organization for both parties (Risnawati et al., 2023). Despite the challenges, JAF Public Relations continues to overcome obstacles through persuasive communication, consistent publications, and personal approaches. This strategy reflects the importance of building mutually beneficial relationships with stakeholders, which aligns with the public relations theory as a management function.

With adaptation and innovation, JAF Public Relations is committed to maximizing the positive impact of the Rampak Genteng event to promote local culture widely.

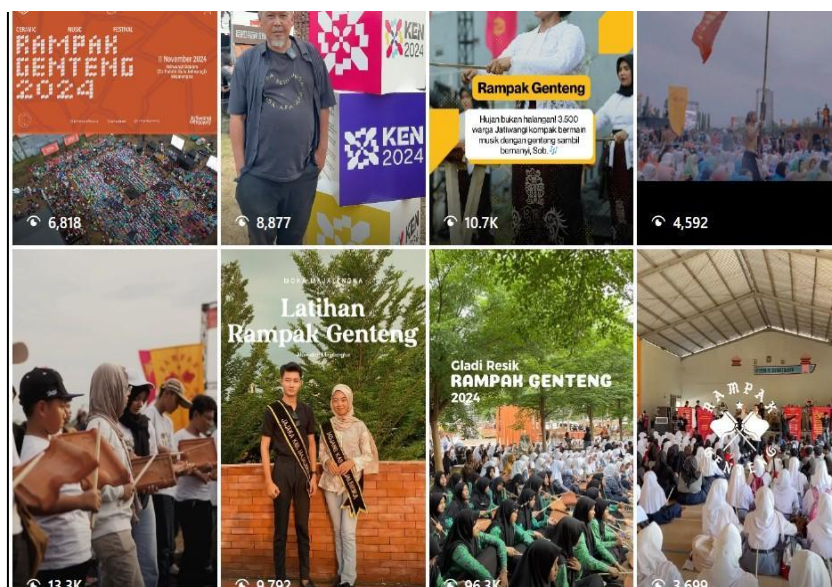
Promotional Media for Rampak Genteng Event

Public Relations of Jatiwangi Art Factory (JAF) uses a broad promotional approach to reach various segments of society in promoting the Rampak Genteng event. One of the strategies implemented is to use Instagram as an effective promotional tool. Promotion through online platforms can reach a larger audience (Wahyuni et al., 2024). Advances in communication technology in the digital era require all aspects of communication to adapt to existing developments. Developments in this field can be used as a tool for disseminating information and as a promotional medium (Sapatulloh et al., 2024). Promotion on Instagram carried out by JAF public relations includes designing creative content that can attract attention, such as a visualization of the event and the story behind it, about the previous Rampak Genteng event. The Instagram accounts @jatiwangiartfactory and @rampakgenteng became promotional media that disseminated content about the rampak genteng event, with more than 10 thousand followers. This number shows the high reach and interest of the audience in the information shared. This is in accordance with the promotional function to “inform” (to inform) according to the theory of Kotler and Keller.



Source: *instagram* jatiwangiartfactory & rampakgenteng, 2013 & 2021

Figure 3. JAF & Rampak Genteng Instagram Account



Source: *instagram rampakgenteng, 2024*

Figure 4. Instagram Promotion Media

In addition, this content is also designed to persuade the audience, as seen from the high audience engagement and active support of media partners. This strategy utilizes the advantages of social media as a digital communication platform that can reach a wide audience quickly and efficiently. The success of this social media strategy is reflected in the high audience engagement, which has even attracted the attention of media partners who actively supported the promotion of this event. According to research, the use of social media in public relations is proven to increase the reach of information quickly and efficiently, as described by Nuruzzaman et al. (2024) Social media is a digital communication channel that connects people to the Internet, thus facilitating interaction and accelerating the spread of information. This results in public opinion spreading to various layers of society with diverse views.

In addition, JAF public relations used the media to promote the Rampak Getting Event through socialization in the form of workshops for local and outside Jatiwangi communities to learn more about the cultural values carried by this event.



Source: *instagram jatiwangiartfactory, 2024*

Figure 5. Workshop Socialization

Visits from various schools outside Jatiwangi to JAF are also one of JAF's PR strategies for promoting the Rampak Genteng event. JAF shows the previous year's Rampak Genteng video to provide a real picture of the activity.



Source: *instagram jatiwangiartfactory*, 2024

Figure 6. School Visit to JAF

In addition, JAF's good relationship with the local community is a good communication tool for promotion. Many people helped promote the rampak genteng event to family and friends through word of mouth. One aspect of Word of Mouth is storytelling, where this story acts as the main attraction in a promotion (Lestari & Erawat, 2019). This ongoing relationship is very helpful in creating a sense of belonging to local culture and increasing support for the Rampak Genteng event.

This strategy reflects the application of promotional theory in building sustainable long-term relationships with target markets, which is one of the important elements of marketing communication. From the various strategies implemented, the public relations of Jatiwangi Art Factory (JAF) has shown its important role in promoting the Rampak Genteng event through a comprehensive approach. This is in line with the journal of (Risnawati et al., 2023) which proves that the role of public relations is not only limited to the delivery of information, but also serves to build positive relationships with the public, strengthen the image, and provide a long-term sustainable impact on events that raise local wisdom such as the Rampak Genteng event.

Conclusion

This research demonstrates that the Jatiwangi Art Factory (JAF) effectively used public relations (PR) strategies, such as clear communication, social media engagement, workshops, and relationship-building, to promote and preserve local culture through the *Rampak Genteng* event, overcoming challenges like institutional resistance and

ultimately securing national recognition in the Ministry of Tourism's Nusantara Event Charisma Calendar (KEN). Future research could explore comparative studies of PR strategies across cultural events, the role of digital media and influencers in cultural preservation, methods to overcome institutional resistance, the long-term impact of PR on cultural sustainability, policy advocacy for government support, and the differences between community-based and corporate PR approaches in cultural events. These directions would deepen understanding of how PR can sustain traditional culture while adapting to modern challenges.

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