

STRATEGI KOMUNIKASI ORGANISASI DALAM PENGELOLAAN, KOHEсивITAS DAN KEBERHASILAN KERJASAMA DI ERA PANDEMI COVID – 19

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ABSTRAK

Pandemi COVID – 19 merupakan fenomena mendunia yang berhasil memberikan dampak signifikan terhadap seluruh aspek kehidupan masyarakat. Urgensi pemerintah dalam melarang segala bentuk kontak langsung antar individu telah mengubah metode komunikasi dalam lingkup masyarakat. hal tersebut juga mempengaruhi metode operasional organisasi dalam menjalankan kewajiban organisasi kesehariannya. Pengelolaan, kohesivitas dan keberhasilan kerjasama merupakan beberapa hal yang menerima pengaruh besar dari regulasi pandemi COVID – 19. UBV Jakarta merupakan salah satu organisasi yang terpengaruh dampak pandemi COVID – 19. Sebagai organisasi yang menganut asas kekeluargaan, perubahan tersebut memberikan masalah baru dalam mempertahankan integrasi organisasi. Diperlukan Strategi Komunikasi Organisasi yang mampu beradaptasi dengan perubahan regulasi COVID – 19 serta efektif dalam mempertahankan stabilitas pengelolaan, kohesivitas dan keberhasilan kerjasama pada era pandemi COVID – 19.

Penelitian ini menggunakan metode kualitatif dengan memanfaatkan wawancara dan observasi sebagai metode pengumpulan data. Wawancara dilaksanakan secara mendalam dengan beberapa Badan Pengurus Harian UBV Jakarta yang memiliki kepentingan dalam topik Strategi Komunikasi Organisasi. Penelitian ini memanfaatkan teori Organisasi Klasik dari Scott, konsep Komunikasi Organisasi Goldhaber dan konsep Strategi Komunikasi Effendy.

Penelitian ini berhasil membuktikan adanya peranan besar Strategi Komunikasi Organisasi dalam penyebaran informasi dalam lingkup internal dan eksternal UBV Jakarta, yang dimana hal tersebut menjadi bagian integral dalam pengelolaan organisasi, kohesivitas anggota organisasi, dan kinerja kekompakan antar anggota. Dapat dikatakan bahwa ketiga poin tersebut bergantung pada keberhasilan pengaplikasian Strategi Komunikasi Organisasi UBV Jakarta.

Kata Kunci : Strategi Komunikasi Organisasi; COVID - 19; Pengelolaan

ORGANIZATIONAL COMMUNICATION STRATEGY IN MANAGEMENT, COHESIVITY AND COOPERATION SUCCESS DURING THE COVID – 19 PANDEMIC ERA

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ABSTRACT

The COVID – 19 pandemic is a global phenomenon that had given significant impact upon every aspect of the society's livelyhood. The government urgency in prohibiting any form of direct contact between individuals had changed the society's communication method. This in turn also influenced how organization operates on a daily basis. Management, cohesivity and cooperation success are one of the few things that is mainly influenced by the new COVID – 19 regulations. UBV Jakarta is one the few organization that had been severly influenced by the COVID – 19 regulations. As one of the few organization that stands upon the family principle, these changes manifested into new and unexpected problems that endangers the organization integrity. The sudden need of a reformed organizational communication strategy is in order, one that could stand the changes that the COVID – 19 pandemic regulation brings, one that is also effective in maintaining management, cohesivity and cooperation success stabilty during the COVID – 19 pandemic.

This research uses the qualitative method with in – depth interview and observation as its main method of collecting data. In – depth interviews are executed with few organization managers that had significant importance in organizational communication strategy topic. This research utilized the classic organization theory of Scott, Golddhabber's concept of organizational communication and Effendy's communication strategy concept.

This research had successfully proven the massive role that organizational communication strategy played in outspreading information within the scope of internal and external part of UBV Jakarta. This research also proves how and why UBV Jakarta's organizational communication strategy is an integral part of maintaining the stabilty of organization's management, cohesivity and cooperation success. It is concluded that the three main point of this research depends on UBV Jakarta's organizational communication strategy success.

Keywords : *Organizational communication strategy; COVID – 19; Management*