

STUDI FENOMENOLOGI KOMUNIKASI EFEKTIF PANITIA JAKARTA FILM WEEK 2023

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ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya kesuksesan dari penyelenggaraan Jakarta Film Week 2023. Kesuksesan Jakarta Film Week 2023 menarik perhatian peneliti untuk meneliti pengalaman komunikasi efektif panitia berdasarkan konstruksi sosial dan psikologis. Teori fenomenologi dari Alfred Schutz digunakan dengan asumsi yang sesuai konteks penelitian ini bahwa kebenaran berasal dari pengalaman panitia Jakarta Film Week 2023 melalui keterlibatannya dalam komunikasi panitia. Selain itu, penelitian ini juga menggunakan paradigma konstruktivis yang menentukan posisi peneliti dalam mengonstruksi makna dari komunikasi efektif panitia secara sosial psikologis. Ada pula metode yang digunakan dalam penelitian ini, yaitu studi fenomenologi untuk mendengarkan pengalaman panitia melalui wawancara, membuat kategorisasi pada koding data, serta mendiskusikan temuan penelitian berdasarkan konsep 7C komunikasi efektif. Hasil akhir dari penelitian ini menunjukkan bahwa pengalaman komunikasi efektif panitia Jakarta Film Week 2023 berdasarkan konstruksi sosial psikologis adalah (1) panitia memiliki tujuan yang jelas, (2) peran panitia yang sesuai kompetensi, (3) pesan yang fokus pada intinya (*to the point*), (4) media komunikasi dibagi berdasarkan kepentingannya, (5) *brief* yang lengkap terkait alasan dan cara mengeksekusi tugas panitia, (6) penyesuaian diri dengan sesama panitia, (7) serta melakukan *bonding* untuk mempererat hubungan antar panitia.

Kata Kunci: Konstruktivis, Studi Fenomenologi, Komunikasi Efektif, Panitia, Festival Film

**PHENOMENOLOGICAL STUDY OF EFFECTIVE
COMMUNICATION OF JAKARTA FILM WEEK
2023 COMMITTEE**

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ABSTRACT

This research was motivated by the success of organizing Jakarta Film Week 2023. The success of Jakarta Film Week 2023 attracted the researcher's attention to examine the committee's effective communication experience based on social and psychological construction. The phenomenological theory of Alfred Schutz is used with the assumption that fits the context of this research that the truth comes from the experience of the Jakarta Film Week 2023 committee through its involvement in committee communication. In addition, this research also uses a constructivist paradigm that determines the position of the researcher in constructing the meaning of the committee's effective communication socially and psychologically. There is also a method used in this research, which is a phenomenological study to listen to the committee's experience through interviews, make categorizations on data coding, and discuss research findings based on the 7C's concept of effective communication. The final results of this study show that the effective communication experience of the Jakarta Film Week 2023 committee based on social psychological construction are (1) the committee has a clear goal, (2) the role of the committee is in accordance with competence, (3) the message is focused on the point (to the point), (4) communication media is divided based on its importance, (5) a complete brief related to the reasons and ways to execute committee duties, (6) adaptation with fellow committees, (7) and bonding to strengthen relationships between committees.

Keywords: *Constructivist, Phenomenological Study, Effective Communication, Committee, Film Festival*