

# AUDIT KOMUNIKASI DI BIRO ORGANISASI DAN REFORMASI BIROKRASI SEKRETARIAT DAERAH PROVINSI DKI JAKARTA

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## ABSTRAK

Biro Organisasi dan Reformasi Setda Provinsi DKI Jakarta merupakan lembaga reformasi birokrasi di tingkat Provinsi DKI Jakarta yang memiliki kebijakan komunikasi yang jelas. Namun, praktik komunikasi internal yang dilakukan belum pernah diukur mengenai efektifitas komunikasinya. Tujuan penelitian ini yaitu untuk mendeskripsikan kinerja komunikasi organisasi pada Biro Organisasi dan Reformasi Setda Provinsi DKI Jakarta dengan melakukan audit komunikasi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deksriptif. Audit komunikasi yang dilakukan menggunakan standar *International Communication Association* (ICA) yang dianalisis menggunakan *Importance Performance Analysis* (IPA) dan analisis kategorik. Analisis dilakukan terhadap delapan dimensi audit komunikasi yang dilaksanakan di Biro ORB, adapun kedelapan dimensi tersebut yaitu penerimaan informasi, pemberian informasi, tindak lanjut pengiriman informasi, sumber informasi, ketepatan waktu penerimaan informasi, hubungan komunikasi organisasi, hasil komunikasi dan saluran komunikasi. Sampel dalam penelitian ini sebanyak 45 responden yang merupakan seluruh pegawai aktif Biro ORB. Adapun hasil yang didapat yaitu implementasi delapan dimensi dalam audit komunikasi telah dilaksanakan secara efektif di Biro ORB Setda Provinsi DKI Jakarta.

Kata Kunci: Komunikasi Organisasi, Komunikasi Internal, Iklim Organisasi, Audit Komunikasi.

COMMUNICATION AUDITS AT THE BUREAU OF ORGANIZATION AND  
REFORM BUREAUCRATIC OF THE REGIONAL SECRETARIAT OF DKI  
JAKARTA PROVINCE

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**ABSTRACT**

*The Bureau of Organization and Reformation of the Regional Secretariat of DKI Jakarta Province is a bureaucratic reformation agency at the DKI Jakarta Province level that has a clear communication policy. However, the internal communication practices that are carried out have never been measured regarding the effectiveness of the communication. The purpose of this research is to describe the performance of organizational communication at the Bureau ORB by conducting a communication audit. This study uses a quantitative method with a descriptive approach. Communication audits are carried out using International Communication Association (ICA) standards which are analyzed by using Importance Performance Analysis (IPA) and categorical analysis. The analysis was carried out on the eight dimensions of the communication audit there are information received, sending information to others, follow-up on information sent, sources of information, timeliness of information, organizational communication relationships, organizational outcomes, channels of communication. The sample in this study was 45 active employees of the ORB Bureau. The results obtained are that the implementation of eight dimensions in the communication audit has been carried out effectively at The Bureau of Organization and Reformation of the Regional Secretariat of DKI Jakarta Province.*

*Keywords: Organizational Communication, Internal Communication, Organizational Climate, Communication Audit.*