

ABSTRAK

SANIA AGUSTINA SULISTIANI 2026. Pelaksanaan Komunikasi Internal Di Desa Cikoneng Kecamatan Cikoneng Kabupaten Ciamis. Program Studi Administrasi Publik. Fakultas Ilmu Sosial dan Ilmu Politik (FISIP). Universitas Galuh.

Penelitian ini dilatar belakangi oleh belum optimalnya komunikasi internal di Kantor Desa Cikoneng, yang diindikasikan oleh miskomunikasi, hambatan daya serap akibat disparitas pendidikan aparatur, dan rendahnya fokus kerja pegawai. Penelitian ini bertujuan mendeskripsikan dan menganalisis pelaksanaan komunikasi internal di Kantor Kepala Desa Cikoneng, Kecamatan Cikoneng, Kabupaten Ciamis. Metode penelitian menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi, dokumentasi, dan wawancara mendalam bersama kepala desa serta perangkat desa. Analisis data meliputi reduksi, penyajian, dan penarikan kesimpulan. Landasan teoretis yang digunakan adalah teknik komunikasi organisasi menurut Onong Uchjana Effendy (dimensi informatif, persuasif, instruktif/koersif, dan *human relations*).

Hasil penelitian menunjukkan komunikasi internal telah memanfaatkan media digital (*WhatsApp Group*) dan rapat mingguan. Namun, fungsi informatif terhambat oleh perbedaan pendidikan pegawai yang memicu penyampaian pesan berulang. Pada dimensi instruktif, kepala desa optimal menerapkan disiplin sesuai SOP, sementara dimensi persuasif dan *human relations* berhasil menciptakan atmosfer kerja yang harmonis. Hambatan utama berupa rendahnya kehadiran rapat koordinasi akibat benturan tugas lapangan. Upaya penanggulangan dilakukan melalui simplifikasi bahasa instruksi, ketegasan sanksi disiplin, dan penyediaan ruang diskusi yang fleksibel.

Kata Kunci: Komunikasi Internal, Organisasi Publik, Pemerintahan Desa, Teknik Komunikasi.

ABSTRACT

SANIA AGUSTINA SULISTIANI (2026). Implementation of Internal Communication in Cikoneng Village, Cikoneng District, Ciamis Regency. Public Administration Study Program. Faculty of Social and Political Sciences (FISIP). Galuh University.

This research is motivated by the suboptimal internal communication in the Cikoneng Village Office, indicated by miscommunication, barriers to absorption due to disparities in education among officials, and low employee focus. This study aims to describe and analyze the implementation of internal communication in the Cikoneng Village Head's Office, Cikoneng District, Ciamis Regency. The research method used a descriptive qualitative approach. Data were collected through observation, documentation, and in-depth interviews with the village head and village officials. Data analysis included data reduction, presentation, and conclusion drawing. The theoretical basis used was organizational communication techniques according to Onong Uchjana Effendy (informative, persuasive, instructive/coercive, and human relations dimensions).

The results showed that internal communication utilized digital media (WhatsApp Group) and weekly meetings. However, the informative function was hampered by differences in employee education, which led to repeated messages. In the instructive dimension, the village head optimally enforced discipline according to SOPs, while the persuasive and human relations dimensions successfully created a harmonious work atmosphere. The main obstacle was low attendance at coordination meetings due to conflicting fieldwork. Mitigation efforts are carried out through simplifying the language of instructions, firm disciplinary sanctions, and providing flexible discussion spaces.

Keywords: *Internal Communication, Public Organization, Village Government, Communication Techniques.*