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ABSTRAK

Penelitian ini berjudul Groupthink Pada Kelompok Pasukan Shio Kambing di Surabaya. Adapun sub masalah atau pertanyaan penelitian di ambil dari asumsi dasar teori *groupthink*, yaitu: 1) Bagaimana bentuk kohesivitas pada kelompok Pasukan Shio Kambing, 2) Bagaimana proses pemecahan masalah pada kelompok Pasukan Shio Kambing?, 3) Bagaimana proses pengambilan keputusan kelompok yang terjadi didalam kelompok Pasukan Shio Kambing?

Jenis penelitian ini tergolong penelitian yang bersifat deskriptif kualitatif dengan menggunakan pendekatan komunikasi kelompok. Adapun sumber data yang dalam penelitian ini yaitu data primer dan data sekunder. Selanjutnya, metode pengumpulan data yang digunakan yaitu melalui *field research* dengan melakukan observasi, wawancara mendalam, dan dokumentasi, serta melalui *library research*. Sedangkan, teknik pengolahan dan analisis data dilakukan dengan melalui tiga tahapan, yaitu: reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa komunikasi kelompok yang terjalin didalam kelompok Pasukan Shio Kambing mengalami adanya beberapa kondisi *groupthink*, yaitu *out group stereotypes* (pemikiran kelompok terhadap pihak luar), *illusion of unanimity* (ilusi akan kebulatan suara) dan *self censorship* (pembatasan diri), yang disebabkan oleh kohesivitas kelompok serta adanya beberapa anggota kelompok yang lebih memilih untuk diam dibandingkan mengemukakan pendapatnya saat rapat pengambilan keputusan berlangsung. Meskipun begitu, semua anggota kelompok tetap saling menjaga keutuhan dan tidak ada yang mendominasi.

Kata kunci : *Groupthink*, Komunikasi Kelompok, Kohesivitas Kelompok, Pasukan Shio Kambing

Achmad Nurdin Syah Putra. 120531100010. Study Program of Communication Science. Groupthink in Group of Pasukan Shio Kambing in Surabaya (Qualitative Descriptive Analysis of Group of Pasukan Shio Kambing). In guidance: Dr. Bani Eka Dartiningsih, S.Sos., M.Si

ABSTRACT

This study entitled Groupthink in Group of Pasukan Shio Kambing in Surabaya. There are sub chapters or study questions were taken groupthink from basic theory assumption, they are: 1) How form of cohesivity in formation group of Shio Kambing?, 2) How solving process in formation group of Shio Kambing?, 3) How taking process of group decision which was happen in formation group of Shio Kambing?

Kind of this study is calstified qualitative descriptive study by using group communication approach. There are sources of data in this study. They are primary and secondary data. Next, method of collecting data which was used is pass through field research by doing observation, deep interview and documentation, also pass through library research. While processing technique and data analysis was done by passing 3 steps, they are: data reduction, serving data and conclusion drawing.

Study result showed that group communication which was grouped in formation group of shio kambing experience existence some of groupthink conditions, they are out group stereotypes (group thinking toward out part), illusion of unanimity (illusion of voice unanimity) and self-censor ship (self-restriction), which was caused of group cohesively also existence some of group member prefer to silent than to utter their opinion when taking conclusion assembly occur. Although like that, not all condition and indication which was explain in theory when assembly occur. Because of the basic, all group member keep each other of wholeness in order to there is not dominated side.

Keywords : *Groupthink, Group Communication, Group Cohesiveness, Pasukan Shio Kambing*