

ABSTRAK

Riris Ronauli Br. Manihuruk. 220531100178. Ilmu Komunikasi. Strategi Komunikasi Dalam Membangun Solidaritas Antar Relawan (Studi Pada Relawan Dalam Penyaluran Bantuan Tanah Longsor dan Banjir Bandang di Aceh Tamiang.

Tujuan penelitian ini adalah menganalisis unsur-unsur komunikasi dalam membangun solidaritas sosial antar relawan pada Relawan Binjai Peduli dalam kegiatan penyaluran bantuan tanah longsor dan banjir bandang di Aceh Tamiang. Unsur – Unsur dalam penelitian ini terdiri dari lima elemen utama yaitu komunikator, pesan komunikasi, media komunikasi, komunikan, dan efek komunikasi. Selain itu, penelitian ini juga mengkaji hambatan komunikasi yang dihadapi relawan dalam membangun solidaritas antar relawan. Subjek penelitian ini adalah koordinator dan anggota relawan Posko Binjai Peduli yang terlibat langsung dalam kegiatan penggalangan dan distribusi bantuan bencana.

Metode penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif dan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan dipilih menggunakan teknik purposive sampling. Analisis data menggunakan teknik Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa unsur-unsur komunikasi yang meliputi komunikator, pesan, media, komunikan, dan efek komunikasi saling berkaitan dalam mendukung koordinasi dan membangun solidaritas sosial antar relawan. Komunikator berperan dalam mengarahkan dan mengoordinasikan relawan, sedangkan pesan yang disampaikan berisi informasi, instruksi, dan motivasi yang mendukung kelancaran kegiatan. Media komunikasi yang digunakan berupa komunikasi tatap muka serta media digital seperti WhatsApp, Instagram, dan Facebook. Proses komunikasi tersebut menghasilkan koordinasi yang efektif, meningkatkan rasa saling percaya, memperkuat kerja sama, serta membentuk solidaritas mekanik yang didasarkan pada kesamaan nilai kemanusiaan dan solidaritas organik melalui pembagian tugas sesuai peran masing-masing relawan. Penelitian ini juga menemukan adanya hambatan komunikasi berupa hambatan mekanik, hambatan semantik, dan hambatan manusiawi yang memengaruhi proses komunikasi di lapangan. Meskipun demikian, hambatan tersebut dapat diatasi melalui komunikasi yang berkesinambungan sehingga solidaritas sosial antar relawan tetap terjaga selama proses penyaluran bantuan.

Kata kunci: unsur komunikasi, solidaritas sosial, relawan, penyaluran bantuan, Aceh Tamiang.

ABSTRAC

Riris Ronauli Br. Manihuruk. 220531100178. Communication Science. Communication Strategy in Building Solidarity Among Volunteers During the Distribution of Landslide and Flash Flood Relief Aid in Aceh Tamiang

The purpose of this study is to analyze the elements of communication in building social solidarity among volunteers of Binjai Peduli during the distribution of aid for landslide and flash flood victims in Aceh Tamiang. The communication elements examined in this study consist of five main components: communicator, communication message, communication media, communicant, and communication effect. In addition, this study also examines the communication barriers encountered by volunteers in fostering solidarity among fellow volunteers. The subjects of this study were the coordinator and members of Binjai Peduli volunteers who were directly involved in fundraising and disaster relief distribution activities.

This study used a qualitative research method with a descriptive approach and constructivist paradigm. Data collection techniques were carried out through observation, interviews, and documentation. Informants were selected using purposive sampling techniques. Data analysis used the Miles and Huberman technique through the stages of data reduction, data presentation, and conclusion drawing. The validity of the data was tested using source triangulation and technique triangulation.

The results of the study indicate that the communication elements, namely the communicator, message, media, communicant, and communication effect, are interconnected in supporting coordination and building social solidarity among volunteers. The communicator plays a role in directing and coordinating volunteers, while the messages conveyed contain information, instructions, and motivation that support the implementation of relief activities. The communication media employed include face-to-face communication as well as digital platforms such as WhatsApp, Instagram, and Facebook. The communication process contributes to effective coordination, strengthens mutual trust, enhances cooperation, and fosters both mechanical solidarity, which is based on shared humanitarian values, and organic solidarity through the division of tasks according to each volunteer's role. The study also identified communication barriers in the form of mechanical, semantic, and human barriers that affected communication during field operations. Nevertheless, these barriers were addressed through continuous communication, enabling social solidarity among volunteers to be maintained throughout the aid distribution process.

Keywords: communication elements, social solidarity, volunteers, aid distribution, Aceh Tamiang.