

ABSTRAK

Ardhia Dwi Irmawati. 220531100145. Program Studi Ilmu Komunikasi. Strategi *Survival Communication Skill* Peserta *Internship* pada *Startup* Agendakota dalam Pengembangan Komunikasi Profesional.

Tujuan penelitian ini adalah untuk mengetahui strategi *survival communication skill* yang digunakan peserta *internship* pada *startup* Agendakota dalam pengembangan komunikasi profesional. Tantangan di lingkungan kerja *startup* yang dinamis, serba cepat, serta minimnya pendampingan mentor secara konstan mendorong peserta *internship* untuk belajar mandiri dan adaptif.

Penelitian ini menggunakan paradigma konstruktivisme dengan metode deskriptif kualitatif. Informan dipilih menggunakan teknik *purposive sampling* yang terdiri dari peserta magang aktif periode Agustus - Desember 2025 dan alumni magang di Agendakota. Pengumpulan data diperoleh melalui wawancara mendalam, observasi partisipatif, dan dokumentasi. Teknik analisis data menggunakan model interaktif Miles & Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan adanya lima bentuk strategi *survival communication skill* yang digunakan oleh peserta *internship*, yaitu: 1) komunikasi proaktif sebagai bentuk strategi pengembangan diri; 2) adaptasi gaya komunikasi sebagai strategi menghadapi dinamika kerja; 3) manajemen komunikasi eksternal sebagai strategi membangun profesionalitas; 4) penyelesaian masalah dan tantangan kerja sebagai strategi bertahan di Agendakota; dan 5) optimalisasi media digital sebagai strategi responsivitas kerja. Berdasarkan analisis *Communication Accommodation Theory* (CAT), ditemukan bahwa strategi akomodasi komunikasi didominasi oleh unsur *convergence*, di mana peserta *internship* secara sadar menyelaraskan gaya bicara kasual, responsivitas cepat di media digital, dan inisiatif proaktif agar diterima di lingkungan internal perusahaan. Terdapat juga strategi *divergence* dan *maintenance* yang diterapkan secara situasional untuk membedakan gaya bahasa menjadi lebih formal serta mempertahankan batasan profesionalitas bisnis saat menghadapi pihak eksternal dan klien maupun pimpinan perusahaan.

Kata kunci : *Survival Communication Skill, Internship, Startup, Communication Accommodation Theory* (CAT), Komunikasi Profesional.

ABSTRACT

Ardhia Dwi Irmawati. 220531100145. Communication Science Study Program. Communication Skill Survival Strategy of Internship Participants at Startup Agendakota in Professional Communication Development.

The purpose of this study was to determine the communication skills survival strategies used by internship participants at the startup Agendakota to develop their professional communication skills. The challenges of the startup's dynamic, fast-paced work environment, along with the lack of constant mentor support, pushed the interns to learn independently and adapt.

This research employs a constructivist paradigm with qualitative descriptive methods. Informants were selected using purposive sampling, consisting of active interns from August to December 2025 and alumni of internships at Agendakota. Data collection was conducted through in-depth interviews, participant observation, and documentation. Data analysis employed the Miles & Huberman interactive model, which encompasses data reduction, data presentation, and conclusion drawing.

The results indicate five forms of communication skill survival strategies used by the interns: 1) proactive communication as a self-development strategy; 2) adapting communication styles as a strategy for navigating work dynamics; 3) managing external communications as a strategy for building professionalism; 4) solving work problems and challenges as a survival strategy at Agendakota; and 5) optimizing digital media as a work responsiveness strategy. Based on the Communication Accommodation Theory (CAT) analysis, it was found that communication accommodation strategies were dominated by convergence, where interns consciously aligned their casual speaking style, rapid responsiveness in digital media, and proactive initiatives to achieve acceptance within the company's internal environment. There are also Divergence and maintenance strategies are applied when situationally to differentiate language styles to become more formal and maintain professional business boundaries when dealing with external parties and clients and company leaders.

Keywords: *Survival Communication Skills, Internship, Startup, Communication Accommodation Theory (CAT), Professional Communication.*