

ABSTRAK

Ahmad Muhlas Fahmi. 220531100043. Program Studi Ilmu Komunikasi. Strategi Akomodasi Komunikasi dalam Interpretasi Visi Klien oleh Tim Produksi NDM Studio.

Penelitian ini bertujuan menganalisis strategi akomodasi komunikasi yang dilakukan oleh tim produksi NDM Studio Bangkalan dalam menginterpretasikan visi klien menjadi konsep visual pada produksi fotografi. Penelitian dilatarbelakangi oleh tingginya jumlah klien NDM Studio sepanjang tahun 2025 yang mencapai sekitar 1.845 klien, menunjukkan kepercayaan masyarakat terhadap kemampuan studio dalam menerjemahkan kebutuhan visual klien yang umumnya masih bersifat abstrak. Penelitian menggunakan *Communication Accommodation Theory* (CAT) sebagai kerangka analisis untuk memahami strategi komunikasi tim produksi dalam berinteraksi dengan klien. Pendekatan yang digunakan adalah kualitatif deskriptif dengan paradigma interpretif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap sembilan informan yang dipilih menggunakan teknik *purposive sampling*, terdiri atas *owner/editor*, admin, fotografer, asisten fotografer, fotografer *freelance*, dan empat klien. Analisis data dilakukan menggunakan model Miles dan Huberman, sedangkan keabsahan data diuji melalui triangulasi sumber dan triangulasi metode. Hasil penelitian menunjukkan bahwa visi klien umumnya masih bersifat abstrak sehingga memerlukan proses penerjemahan oleh seluruh anggota tim produksi. Proses tersebut dilakukan melalui strategi *convergence* berupa penyesuaian bahasa, penggunaan referensi visual, penciptaan kenyamanan emosional, serta penyesuaian hasil *editing* dengan kebutuhan klien. Selain itu, ditemukan pula strategi *divergence* yang digunakan untuk mempertahankan standar visual, kualitas estetika, dan prosedur kerja studio ketika keinginan klien tidak sesuai dengan kondisi teknis maupun standar produksi. Penelitian menyimpulkan bahwa interpretasi visi klien di NDM Studio terbentuk melalui kolaborasi tim produksi yang memadukan strategi *convergence* dan *divergence* komunikasi sehingga menghasilkan karya visual yang sesuai harapan klien sekaligus mempertahankan kualitas profesional studio.

Kata Kunci: Strategi Akomodasi Komunikasi, Interpretasi Visi Klien, *Communication Accommodation Theory* (CAT), Konvergensi, Divergensi, NDM Studio

ABSTRACT

Ahmad Muhlas Fahmi. 220531100043. Communication Science Study Program. Trunojoyo University of Madura. Communication Accommodation Strategy in Interpreting Client Vision by NDM Studio's Production Team.

This research aims to analyze the communication accommodation strategy carried out by the production team of NDM Studio Bangkalan in interpreting client vision into a visual concept in photography production. The research is motivated by the high number of clients served by NDM Studio throughout 2025, reaching approximately 1,845 clients, indicating public trust in the studio's ability to translate clients' visual needs that are generally still abstract. The research employs Communication Accommodation Theory (CAT) as the analytical framework to understand the communication strategies used by the production team in interacting with clients. This research uses a descriptive qualitative approach with an interpretive paradigm. Data were obtained through in-depth interviews, observation, and documentation involving nine informants selected using a purposive sampling technique, consisting of the owner/editor, admin, photographer, photographer's assistant, freelance photographer, and four clients. Data analysis was conducted using the Miles and Huberman model, while data validity was tested through source triangulation and method triangulation. The results show that client vision is generally still abstract, thus requiring a translation process by the entire production team. This process is carried out through a convergence communication strategy in the form of language adjustment, the use of visual references, the creation of emotional comfort, and the adjustment of editing results to client needs. In addition, a divergence communication strategy was also found, used to maintain visual standards, aesthetic quality, and studio work procedures when client preferences do not align with technical conditions or production standards. This research concludes that the interpretation of client vision at NDM Studio is formed through the collaboration of the production team that combines convergence and divergence communication strategies, resulting in visual works that meet client expectations while maintaining the studio's professional quality.

Keywords: *Communication Accommodation Strategy, Client Vision Interpretation, Communication Accommodation Theory (CAT), Convergence, Divergence, NDM Studio*