

ABSTRAK

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 Judul : Manajemen Komunikasi Kebijakan Dewan Pimpinan Pusat Ikatan Mahasiswa Muhammadiyah di Masa Pandemi Covid-19.

Pembimbing : Dr. Fal. Harmonis, M.Si
 Ringkasan :

Kebiasaan individu di masa pandemi Covid-19 dalam berkomunikasi dan berinteraksi mengalami perubahan. DPP IMM sebagai salah satu organisasi kemahasiswaan juga merasakan dampak pandemi Covid-19 sehingga diperlukan manajemen komunikasi yang tepat dalam mengatasi masalah yang terjadi. Tujuan penelitian ini adalah untuk mengetahui bagaimana Manajemen Komunikasi Kebijakan Dewan Pimpinan Pusat Ikatan Mahasiswa Muhammadiyah di masa pandemi Covid-19. Teori yang digunakan yaitu Manajemen Komunikasi Robert E. Simmons yang terdiri dari empat aspek yang nantinya akan digali diantaranya: Perencanaan (*Planning*), Pengorganisasian (*Organizing*), Pengarahan (*Directing*), Pengawasan (*Controlling*). Adapun Metode Penelitian deskriptif kualitatif dengan dua teknik pengumpulan data *Pertama*, melalui wawancara kepada 4 Informan kunci dan 1 Informan untuk keabsahan data. *Kedua*, dokumentasi. Hasil penelitian menunjukkan bahwa Manajemen Komunikasi kebijakan yang dilakukan DPP IMM dimasa pandemi Covid-19 pada tahap Perencanaan (*Planning*) DPP IMM melakukan kajian-kajian yang berisi tentang perencanaan kebijakan dengan membuat aturan baru yang awalnya secara sistem dilaksanakan secara tatap muka dialihkan menjadi serba online atau digital. Kemudian, Pengorganisasian (*Organizing*) dimulai dari melakukan pendelegasian tugas dan wewenang, memaksimalkan pelaksanaan kebijakan organisasi sesuai dengan peran dan fungsi jabatan masing-masing anggota seperti, pimpinan umum sebagai penanggung jawab kebijakan, ketua Bidang Kader sebagai pelaksana khusus kebijakan yang menyangkut Kaderisasi, ketua Bidang Organisasi sebagai pelaksana kebijakan yang menyangkut aktivitas Internal organisasi. Selanjutnya, Pengarahan (*Directing*) dalam melakukan pengarahannya kebijakan DPP IMM melakukan komunikasi personal secara intensif, mengoptimalkan media online seperti *zoom meeting*, *group whatsapp*. Terakhir Pengawasan (*Controlling*) DPP IMM melakukan koordinasi secara berkala dengan cara monitoring, dimana masing-masing bidang di tingkat kepengurusan saling melaporkan kendala yang dihadapi dalam pelaksanaan kebijakan. Kemudian, hasil monitoring yang didapat dari pimpinan di masing-masing tingkatan ini ditampung dan dibahas didalam rapat harian dan kemudian disahkan dan dikeluarkan berupa kebijakan baru pada rapat pleno DPP IMM.

Kata Kunci: Manajemen Komunikasi, Komunikasi Kebijakan, Covid-19.

ABSTRACT

Name : Novita Srildayanti
 NPM : 20200120300031
 Title : *Communication Management of the Central Leadership Council of the Muhamadiyah Student Association in Issuing Policies during the Covid-19 Pandemic*

Advisor : Dr. Fal. Harmonis, M.Si
 Summary :

During the Covid-19 pandemic, communication and interaction habits changed in various aspects of life. DPP IMM as a student organization has also felt the impact of the Covid-19 pandemic, so proper communication management is needed to deal with problems that occur. The purpose of this study was to find out about the Policy Communication Management of the Central Leadership Council of the Muhamadiyah Student Association during the Covid-19 pandemic, related to Communication Management Robert E. Simmons explained four aspects: Planning, Organizing, Directing, Controlling. Qualitative descriptive research method with data collection techniques through interviews with 4 key informants and 1 informant for the validity of the data and supported by documentation in accordance with the data to be explored.

The results of the study show that in issuing policies during the Covid-19 pandemic. First, seen from the planning aspect, the IMM DPP conducted studies that contained policy planning by making new rules which were initially carried out face-to-face in a systemic manner, being transferred to being completely online or digitized. Second Organizing, during the Covid-19 pandemic the IMM DPP delegated tasks and authorities aimed at maximizing the implementation of organizational policies in accordance with the roles and functions of each member's position such as general leadership as the person in charge of policy, head of the cadre field as a special executor of policies concerning regeneration, the head of the organizational field as the executor of policies concerning the internal activities of the organization. Third, Directing, in conducting policy briefings during a pandemic, the IMM DPP optimized online media such as zoom meetings, whatsapp groups and intensive personal communication. Fourth, Controlling in the implementation of the IMM DPP policy coordinates periodically by means of monitoring, where each field at the management level reports to each other the obstacles encountered in implementing the policy. The monitoring results obtained from the leaders at each of these levels are accommodated and discussed in daily meetings and then ratified and issued in the form of a new policy at the IMM DPP plenary meeting.

Keywords: *Communication Management, Policy Communication, Covid-19.*