

ABSTRACT

This study to analyzes the communication model of group in the Jakarta car community based on social capital to realize a green transportation program in Covid-19 pandemic era. Community is a group which the members are united by a common vision and mission as well as the goals. Car community is classified in the group communication. The car community interests in industry and business, appears by offline and online. The awareness about green transportation based on the Directorate of air pollution control under the auspices of the Ministry of Environment and Forestry explains Transport and Emissions which 23% of GHG emissions (greenhouse gases), 70% of the transportation sector and 90% of Land Transport Emissions

This study uses the constructivist paradigm to analyze the communication of the Jakarta car community based on social capital to realize a green transportation program. This study uses group communication, social capital and functional perspective theory. Two types of group communication were obtained in this study: Promotive-interactive (initiated by the general chairman) and Counteractive-interactive (initiated by the board and members), those two types are found in the communication of Suzuki United Community, IFC, XGI, WCC and CITYZEN group decision-making processes, problem analysis, alternatives identification, goals setting, positive and negative evaluations, with trust and social networks of concern, teamwork in every gathering, emission tests, carbon clean, together both program to realize green transportation and comply with Covid-19 protocol in the pandemic era as a high quality decision.

Keywords: *Communication Group, Social Capital, Perspektif Fungsional, Green Transportation, Pandemic Covid-19*

ABSTRAK

Penelitian ini menganalisis model komunikasi kelompok dalam komunitas mobil Jakarta berbasis modal sosial dalam mewujudkan program transportasi hijau di era pandemic Covid-19. Komunitas adalah kelompok yang setiap anggota disatukan oleh persamaan visi dan misi serta tujuan. Komunitas mobil masuk ke dalam komunikasi kelompok. Kepentingan komunitas mobil dalam dunia industri dan bisnis, muncul dalam *offline* dan *online*. Kesadaran tentang transportasi hijau berdasarkan Direktorat pengendalian pencemaran udara di bawah naungan Kementerian Lingkungan Hidup dan Kehutanan menjelaskan Transportasi dan Emisi di mana 23% emisi GRK (gas rumah kaca), 70% dari sektor transportasi dan 90% Emisi Transportasi Darat.

Penelitian ini menggunakan paradigma Konstruktivis dengan Studi Kasus. Penelitian ini bertujuan untuk menganalisis komunikasi komunitas mobil Jakarta yang berbasis modal sosial dalam mewujudkan program transportasi hijau. Teori yang di gunakan komunikasi kelompok, modal sosial dan teori perspektif fungsional. Di dapatkan dua tipe komunikasi kelompok dalam penelitian ini: *Promotive-interactive* (di inisiasi oleh ketua umum) dan *Conteractive-interactive* (yang di inisiasi pengurus serta anggota). Kedua tipe diatas yang di temukan dalam komunikasi komunitas Suzuki United, IFC, XGI, WCC dan CITYZEN proses pengambilan keputusan kelompok, *problem analysis, identification of alternatives, goal setting, evaluation positives and negatives*, dengan modal sosial kepercayaan dan jaringan sosial kepedulian bersama-sama, gotong royong dalam kegiatan kopdar service rutin, uji emisi, carbon clean, bersama sama baik dalam mewujudkan program transportasi hijau serta mematuhi protocol Covid-19 di era pandemic ini sebagai *high quality decision*.

Keywords: *Komunikasi Kelompok, Modal Sosial, Perspektif Fungsional, Transportasi hijau, Pandemi Covid-19*