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Judul : Efektivitas Media Komunikasi Organisasi Sistem Persuratan
Disposisi Elektronik Open (SPDE Open) di Sekretariat Dewan
Pertimbangan Presiden (Wantimpres) selama Pandemi Covid-19
Bibliografi : 5 bab 121 hal + 8 lampiran + 40 buku + 14 internet

ABSTRAK

Komunikasi dibutuhkan manusia dalam aktivitas individu maupun organisasi. Upaya menjaga komunikasi dalam organisasi dapat dilakukan melalui penggunaan media komunikasi organisasi. Kemajuan teknologi komunikasi dan informasi berpengaruh terhadap perkembangan media komunikasi yang kini serba virtual/*online*. Salah satunya adalah Sistem Persuratan Disposisi Elektronik Open (SPDE Open) yang digunakan Sekretariat Dewan Pertimbangan Presiden (Wantimpres) sebagai media komunikasi organisasi. Penggunaan SPDE Open di Sekretariat Wantimpres dilakukan untuk memastikan arus komunikasi organisasi dapat berjalan lancar ketika dihadapkan pada situasi pandemi Covid-19. Upaya mengevaluasi keefektifitasan SPDE Open di Sekretariat Wantimpres selama pandemi Covid-19 dapat diukur melalui konsep efektivitas.

Tujuan dari penelitian ini adalah untuk mengetahui efektivitas media komunikasi organisasi SPDE Open di Sekretariat Wantimpres selama pandemi Covid-19. Teori yang digunakan dalam penelitian ini yaitu teori efektivitas komunikasi oleh Hardjana.

Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif. Metode penelitian yang digunakan adalah survey terhadap pegawai di Sekretariat Wantimpres. Teknik pengumpulan data yang digunakan yaitu data primer dengan menyebarkan kuesioner menggunakan *google docs* secara online kepada 62 responden dengan teknik *total sampling* dan data sekunder dengan menggunakan dokumen pendukung dan literatur relevan yang berkaitan dengan penelitian. Teknik analisis data yang digunakan yaitu statistik deskriptif.

Hasil pengolahan data berdasarkan enam indikator diperoleh pengukuran indikator penerima/pemakai pesan memperoleh skor rata-rata 4,52 (sangat efektif), isi pesan 4,38 (sangat efektif), media 4,38 (sangat efektif), format 4,19 (efektif), sumber pesan 4,6 (sangat efektif) dan ketepatan waktu 4,42 (sangat efektif). Hasil akhir penelitian yaitu pengukuran efektivitas menggunakan metode *Likert Summated Rating* dengan rumus kuartil, diperoleh hasil tingkat efektivitas media komunikasi organisasi SPDE Open memiliki kategorisasi sangat efektif. Hal ini menunjukkan bahwa SPDE Open sangat efektif sebagai media komunikasi organisasi di Sekretariat Dewan Pertimbangan Presiden selama pandemi Covid-19.

Kata kunci: Efektivitas Komunikasi, Media Komunikasi Organisasi, Pandemi Covid-19



Name : Dheyas Tri Pertiwi
Title : The Effectiveness of Organizational Communication Media Sistem Persuratan Disposisi Elektronik Open (SPDE Open) at Secretariat of the Presidential Advisory Council during Covid-19 Pandemic
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ABSTRACT

Communication is needed by humans in individual and organizational activities. In order to maintain communication within the organization can be done by using organizational communication media. At this era, the development of communication and information technology affects the communication media which is now completely online, for example Sistem Persuratan Disposisi Elektronik Open (SPDE Open) which is used by the Secretariat of the Presidential Advisory Council (Wantimpres) as an organizational communication media. SPDE Open is used by Wantimpres Secretariat to ensure the organization's communication flow run smoothly when facing the Covid-19 pandemic situation. In order to evaluate the effectiveness of SPDE Open at the Wantimpres Secretariat during the Covid-19 pandemic, can be measured through the concept of effectiveness.

The purpose of this research is to determine the effectiveness of SPDE Open organizational communication media at Secretariat of the Presidential Advisory Council during the Covid-19 pandemic. The theory used in this research is the communication effectiveness theory by Hardjana.

This research uses quantitative research methods, with data collection techniques that is through the spread of questionnaires using google form by online to Wantimpres Secretariat employees with the number of samples is 62 which is determined through total sampling technique as primary data and using supporting documents and relevant literature related to the research as secondary data. The data analysis techniques in this research using descriptive statistical techniques.

The results of data processing based on six indicators, the receiver indicator obtained an average score of 4,52 (very effective), the content indicator 4,38 (very effective), the media indikator 4,38 (very effective), the format indikator 4,19 (effective), the source indikator 4,6 (very effective), and the timing indikator 4,42 (very effective). The final result of the research is the measurement of effectiveness using the Likert Summated Rating (LSR) method with the quartile formula, the results obtained that the level of effectiveness of the SPDE Open organizational communication media has a very effective categorization. This shows that the SPDE Open is very effective as an organizational communication media at the Secretariat of the Presidential Advisory Council during the Covid-19 pandemic.

Keywords: Communication Effectivity, Organizational Communication Media, Covid-19 Pandemic