ABSTRACT

A Qualitative Study on Handy Talky Use as the Assistant Device in a Government Institution
(A Study in Public Relation and Protocol Office in Tanggamus District)

By

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Communication technology, which was motivated by human dependencies on communication devices, information, knowledge, and varying understanding, has advanced rapidly. There are wide options of devices to meet human’s communication need. Members of protocol in Tanggamus district are demanded for speed and coordination in their daily tasks. Handy Talky is an old communication device, but its role is needed until today. Handy Talky is able to be main device used by members of protocol in conducting their tasks. The primary need on communication, knowledge, and understanding became their considerations of members of protocol to actively seek for and choose the right communication media in order to answer all their need. Communicating using Handy Talky is included into group communication where every member has the same way of interaction to reach the same purpose. Handy Talky becomes the main choice because its faster ability to transfer and its reliability to process the message than other devices. To keep the secret message, the member use some codes using Handy Talky. Moreover every member may use Handy Talky without any charge.

This was a qualitative research by conducting passively participant observation where researcher followed five activities of members of protocol on duties without involving in the activities. Observation was conducted within three months. interviews with informants whom were obtained with snow ball sampling, and documentation for collecting data. Data were analyzed with data reduction to draw conclusion.

Keywords : Government Institution, Protocol, Media, Handy Talky.