

ABSTRAK

KOMUNIKASI POLITIK KEPALA DESA DENGAN BADAN PERMUSYAWARATAN DESA DALAM MENCEGAH KONFLIK SOSIAL (Studi Pekon Sukaraja, Kecamatan Semaka, Kabupaten Tanggamus)

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Penelitian ini dilatarbelakangi adanya tindakan main hakim sendiri yang dilakukan oleh warga Pekon Sukaraja serta adanya kesalahpahaman. Penelitian ini bertujuan untuk membahas mengenai komunikasi politik kepala desa dengan Badan Permusyawaratan Desa dalam mencegah konflik sosial di Pekon Sukaraja, Kecamatan Semaka, Kabupaten Tanggamus serta membahas mengenai faktor-faktor yang mempengaruhi dalam pencegahan konflik sosial di Pekon Sukaraja, Kecamatan Semaka, Kabupaten Tanggamus dengan menggunakan paradigma Harold Lasswell. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Hasil penelitian menunjukkan komunikasi politik kepala desa dengan Badan Permusyawaratan Desa dalam mencegah konflik sosial menggunakan komunikasi interpersonal. Komunikasi interpersonal kepala desa dalam mencegah konflik sosial menggunakan model komunikasi interaksional dan model komunikasi transaksional dengan gaya komunikasi *the equalitarian style* dan *the controlling style*. Sedangkan komunikasi interpersonal Badan Permusyawaratan Desa menggunakan model komunikasi interaksional dengan gaya komunikasi *the equalitarian style*. Bentuk-bentuk komunikasi kepala desa dan Badan Permusyawaratan Desa berupa percakapan, dialog dan *sharing*. Faktor yang mempengaruhi dalam pencegahan konflik sosial di Pekon Sukaraja, Kecamatan Semaka, Kabupaten Tanggamus yaitu faktor pendukung berupa penguasaan bahasa, sarana komunikasi, kemampuan berpikir, lingkungan yang baik dan faktor penghambat berupa hambatan psikologis dan hambatan media.

Kata kunci : konflik sosial, komunikasi politik, pemerintah desa

ABSTRACT

POLITICAL COMMUNICATION OF THE VILLAGE CHIEF AND THE VILLAGE CONSULTANCY AGENCY IN PREVENTING SOCIAL CONFLICT

(Study of Sukaraja Village, Semaka District, Tanggamus Regency)

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This research is motivated by the existence of vigilante actions carried out by the residents of Sukaraja Village and the existence of misunderstandings. This study aims to discuss the political communication of the village chief and the Village Consultative Body in their role to prevent social conflict in Sukaraja Village, Semaka District, Tanggamus Regency and discuss influencing factors to prevent social conflict in Sukaraja Village, Semaka District, Tanggamus Regency using the Harold Lasswell paradigm. This study uses a descriptive method with a qualitative approach. The results showed that the village chief used interpersonal communication in his political communication with the Village Consultative Body to prevent social conflict. The interpersonal communication of the village head preventing social conflict uses an interactional communication model and a transactional communication model with the equalitarian style and the controlling style. Meanwhile, the interpersonal communication of the Village Consultative Body uses an interactional communication model with the equalitarian style of communication. The form of communication between the village head and the Village Consultative Body are in the form of conversation, dialogue and sharing. Influencing factors found in preventing social conflict in Sukaraja Village, Semaka District, Tanggamus Regency, namely supporting factors in the form of mastery of language, means of communication, thinking skills, good environment and the inhibiting factors found are psychological barriers and media barriers.

Keywords: social conflict, political communication, village government