ABSTRACT

Social and Transmigration Labor Department Communication Design of Cimahi City Government

(Qualitative Descriptive Study of Social and Transmogration Labor Department Communication Design of Cimahi City Government in "Street Children" Social Well-Being Disadvantage Socialization Activity)

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This study is designed to understand Social and Transmigration Labor Department Communication Design of Cimahi City Government in "Street Children" Social Well-Being Disadvantage Socialization Activity. To respond to the study, the researcher has sub focus on communication process and obstacle of communication in order to analyze the focus of communication design study.

This study was conducted by using qualitative approach and descriptive method. Informants engaged in this study are 3, while the selection of informants in this study is using Purposive Sampling technique. The data were collected by means of literature studies, observations, interviews, documentation, and online searching. To examine the validity of data, both triangulation and perseverance of observation was used.

The results of the study indicate that Social and Transmigration Labor Department of Cimahi City has almost same Communication Process, a direct (face-to-face) message communication process and in conformance to direct assignment by Head of Department. Obstancles being encountered are mechanic, semantic, and psychological.

Social and Transmigration Labor Department of Cimahi City establish communication design by means of communication process and barriers. Based on the results, interaction and stages to be made are in type of organizational communication link. The second, a work should have goal to reach, and the goal can be realized by collaboration.

Suggestions to be proposed are the Social and Transmigration Labor Department of Cimahi City will have to give their employees with more practical communication media instruments to facilitate more effective socialization activities. Also, Head of Department give employees with clear direction, goals, and materials in order to smooth the socialization activities and, thus, they have understanding of the instructions.

Keywords: Communication Design, Social and Transmigration Labor Department, Communication Process, Obstacle.