



ABSTRAK

PENGARUH KOMUNIKASI ORGANISASI TERHADAP PARTISIPASI ANGGOTA PADA KOMUNITAS PANTHER INDONESIA PACITAN

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Komunikasi organisasi memegang peran penting dalam membangun hubungan yang harmonis dan meningkatkan partisipasi anggota dalam suatu komunitas. Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi organisasi terhadap partisipasi anggota pada Komunitas Panther Indonesia Pacitan. Jenis penelitian yang digunakan adalah kuantitatif deskriptif dengan pendekatan positivisme. Teknik pengambilan sampel yang digunakan yaitu sampel jenuh dengan jumlah responden sebanyak 60 anggota komunitas. Pengumpulan data dilakukan melalui kuesioner skala Likert, sedangkan teknik analisis data menggunakan uji validitas, reliabilitas, normalitas, linearitas, dan regresi linier sederhana dengan bantuan program SPSS versi 22. Hasil penelitian menunjukkan bahwa semua item pernyataan dinyatakan valid dan reliabel, serta data berdistribusi normal dan linear. Berdasarkan hasil uji regresi linier sederhana, diperoleh nilai koefisien determinasi (R^2) sebesar 0,499, yang berarti komunikasi organisasi berkontribusi sebesar 49,9% terhadap partisipasi anggota, sedangkan sisanya 50,1% dipengaruhi oleh faktor lain di luar penelitian ini. Nilai t-hitung sebesar 7,598 dengan signifikansi 0,001 ($<0,05$) menunjukkan bahwa komunikasi organisasi berpengaruh signifikan terhadap partisipasi anggota. Dengan demikian, semakin baik komunikasi organisasi yang terjalin antaranggota dan pengurus, maka semakin tinggi pula tingkat partisipasi anggota dalam kegiatan komunitas.

Kata Kunci: komunikasi organisasi, partisipasi anggota, komunitas, Panther Indonesia

ABSTRACT

THE INFLUENCE OF ORGANIZATIONAL COMMUNICATION ON MEMBER PARTICIPATION IN THE PANTHER INDONESIA PACITAN COMMUNITY

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Organizational communication plays an important role in building harmonious relationships and increasing member participation in a community. This study aims to determine the effect of organizational communication on member participation in the Indonesian Panther Community in Pacitan. The type of research used is descriptive quantitative with a positivist approach. The sampling technique used is a saturated sample with a total of 60 community members as respondents. Data collection was carried out through a Likert scale questionnaire, while the data analysis technique used validity, reliability, normality, linearity, and simple linear regression tests with the help of the SPSS version 22 program. The results showed that all statement items were declared valid and reliable, and the data were normally and linearly distributed. Based on the results of the simple linear regression test, a coefficient of determination (R^2) value of 0.499 was obtained, which means that organizational communication contributed 49.9% to member participation, while the remaining 50.1% was influenced by other factors outside this study. The t-value of 7.598 with a significance of 0.001 (<0.05) indicates that organizational communication has a significant effect on member participation. Thus, the better the organizational communication between members and administrators, the higher the level of member participation in community activities.

Keywords: *organizational communication, member participation, community, Panther Indonesia*