

ABSTRAK

Fenomena jurnalisme warga semakin berkembang di era digital, terutama melalui platform media sosial seperti Facebook. Penelitian ini menganalisis kompetensi komunikasi admin grup Facebook Seputar Cilongok dalam membangun praktik jurnalisme warga. Pendekatan yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara mendalam, dan dokumentasi. Teori yang digunakan merujuk pada konsep kompetensi komunikasi dari Brian Spitzberg dan William Cupach, yang mencakup tiga elemen utama: keterampilan (*skills*), pengetahuan (*knowledge*), dan motivasi (*motivation*). Hasil penelitian menunjukkan bahwa admin grup, Nur Hidayat, memiliki keterampilan menyampaikan informasi secara komunikatif, pengetahuan kontekstual tentang kebutuhan informasi audiens (anggota grup), serta motivasi sosial yang kuat dalam menjalankan peran sebagai admin grup Facebook Seputar Cilongok. Ketiga elemen tersebut saling mendukung dalam membentuk pola komunikasi digital yang responsif, partisipatif, dan relevan secara sosial. Penelitian ini memberi gambaran tentang bagaimana kompetensi komunikasi admin grup dapat berperan penting dalam membangun jurnalisme warga di media sosial khususnya di grup Facebook.

Kata kunci: kompetensi komunikasi, Facebook, admin grup, jurnalisme warga, Brian Spitzberg dan William Cupach.

ABSTRACT

The phenomenon of citizen journalism is growing in the digital era, especially through social media platforms such as Facebook. This study analyzes the communication competency of the Seputar Cilogok Facebook group admin in developing citizen journalism practices. The approach used is descriptive qualitative with data collection techniques in the form of observation, in-depth interviews, and documentation. The theory used refers to the concept of communication competency by Brian Spitzberg and William Cupach, which includes three main elements: skills, knowledge, and motivation. The results show that the group admin, Nur Hidayat, has the skills to convey information communicatively, contextual knowledge about the information needs of the audience (group members), and strong social motivation in carrying out his role as the Seputar Cilogok Facebook group admin. These three elements support each other in forming a digital communication pattern that is responsive, participatory, and socially relevant. This study provides an overview of how the communication competency of group admins can play a significant role in developing citizen journalism on social media, especially in Facebook groups.

Keywords: communication competence, Facebook, group admin, citizen journalism, Brian Spitzberg and William Cupach.