

ABSTRAK

Partisipasi anggota menjadi salah satu faktor yang paling penting dalam menunjang keberhasilan kelompok pemberdayaan masyarakat. Namun, partisipasi anggota pada Kelompok Jamur Sakura di Desa Karangreja, Maos belum merata sehingga diperlukan komunikasi internal yang mampu mendorong keterlibatan anggota. Penelitian ini bertujuan untuk menganalisis komunikasi internal sebagai bentuk kendali organisasi dalam mendorong partisipasi anggota Kelompok Jamur Sakura di Desa Karangreja, Kecamatan Maos, Kabupaten Cilacap. Penelitian ini menggunakan teori Kendali Organisasi yang dikemukakan oleh Phillip Tompkins dan George Cheney. Metode yang digunakan yaitu penelitian kualitatif deskriptif dengan teknik *purposive sampling*. Informan penelitian terdiri atas ketua kelompok, sekretaris, kepala desa, dan tiga anggota kelompok. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman serta diuji keabsahannya melalui triangulasi sumber dan triangulasi metode. Hasil penelitian menunjukkan bahwa komunikasi internal dalam Kelompok Jamur Sakura telah menerapkan kendali sederhana, kendali teknis, kendali birokratif, dan kendali konsertif. Kendali sederhana dilakukan dengan melalui komunikasi langsung, kendali teknis melalui pemanfaatan WhatsApp grup sebagai media koordinasi, sedangkan kendali birokratif belum diterapkan secara formal karena kelompok lebih mengutamakan kesepakatan bersama daripada aturan tertulis. Sementara itu, kendali konsertif menjadi bentuk kendali yang paling dominan melalui nilai kebersamaan, gotong royong, kerja sama, dan rasa memiliki yang mampu mendorong partisipasi anggota secara sukarela. Dengan demikian, komunikasi internal berperan penting dalam meningkatkan partisipasi anggota, terutama melalui penerapan kendali konsertif yang berkembang dari nilai dan budaya kelompok.

Kata kunci: Kelompok Jamur Sakura, Komunikasi Internal, Partisipasi Anggota, Pemberdayaan Masyarakat, Teori Kendali Organisasi.

ABSTRACT

Member participation is one of the most critical factors supporting the success of community empowerment groups. However, member participation in the Sakura Mushroom Group in Karangreja Village, Maos, remains uneven, necessitating internal communication that can stimulate member involvement. This study aims to analyze internal communication as a form of organizational control in encouraging member participation in the Sakura Mushroom Group in Karangreja Village, Maos District, Cilacap Regency. This study utilizes the Organizational Control theory proposed by Phillip Tompkins and George Cheney. The method employed is descriptive qualitative research with a purposive sampling technique. The research informants consist of the group chairman, secretary, village head, and three group members. Data were collected through observation, in-depth interviews, and documentation, then analyzed using the Miles and Huberman model, and validated through source and method triangulation. The results show that internal communication within the Sakura Mushroom Group has implemented simple control, technical control, bureaucratic control, and concertive control. Simple control is exercised through direct communication, while technical control is carried out through the utilization of WhatsApp groups as a coordination medium. On the other hand, bureaucratic control has not been formally implemented because the group prioritizes mutual agreement over written rules. Meanwhile, concertive control emerged as the most dominant form of control through the values of togetherness, mutual cooperation (gotong royong), collaboration, and a sense of belonging, which successfully encourage voluntary member participation. Thus, internal communication plays a vital role in increasing member participation, particularly through the application of concertive control that develops from the group's values and culture.

Keywords: Sakura Mushroom Group, Internal Communication, Member Participation, Community Empowerment, Organizational Control Theory.