

INTISARI

Jember Fashion Carnaval merupakan sebuah organisasi yang bergerak dalam pembangunan budaya lokal melalui bidang *fashion* dan *event organizer*. Pengalaman selama lebih 20 tahun organisasi dalam mengembangkan budaya lokal melibatkan banyak sektor dilingkungan sosial masyarakat Jember. Penelitian ini mengulas hubungan organisasi dengan sistem sosial yang dikembangkan oleh Niklas Luhmann (2000) dalam konteks komunikasi organisasi untuk pembangunan budaya lokal. Kajian dalam penelitian ini meliputi resonansi sistem sosial, interpenetrasi organisasi dan sistem sosial serta adaptasi organisasi. Penelitian deskriptif kualitatif dilakukan pada organisasi JFC dan sistem sosial masyarakat Jember yang saling berkolaborasi melakukan pembangunan budaya lokal. Pengumpulan data dilakukan dengan cara observasi, wawancara mendalam, *focus group discussion* kepada organisasi JFC, pemerintah daerah, komunitas, pengunjung dan masyarakat sekitar. Selain itu, penelitian ini juga menghimpun pemberitaan dari media Radar Jember periode 2003-2023. Hasil penelitian ini meliputi, *pertama*, setiap subsistem beresonansi dengan cara merespons penyelenggaraan JFC berdasarkan kepentingan masing-masing. *Kedua*, Interpenetrasi sistem organisasi JFC dan sistem sosial masyarakat Jember memiliki pola yang berbeda dan mencapai hubungan positif dengan memenuhi ketiga unsur komunikasi yaitu *information*, *utterance* dan *understanding*. *Ketiga*, Organisasi JFC beradaptasi dengan merespons usulan eksternal organisasi dan menentukan keputusan untuk penguatan dan perbaikan kelembagaan. Penentuan keputusan organisasi sebagai bentuk adaptasi sistem bersifat *independent* sesuai dengan tujuan awal pendirian JFC. Penguatan organisasi JFC dalam hal kelembagaan dengan melakukan kolaborasi organisasi JFC dan sistem sosial masyarakat Jember melalui pembentukan struktur, membangun kesadaran dan tanggungjawab bersama terhadap upaya pembangunan budaya lokal melalui pelaksanaan Jember Fashion Carnaval.

Kata Kunci : adaptasi, resonansi, sistem organisasi, sistem sosial, pembangunan budaya lokal

ABSTRACT

Jember Fashion Carnaval is an organization that is engaged in the development of local culture through the field of fashion and event organizers. Over 20 years of experience of the organization in developing local culture involves many sectors in the social environment of the Jember community. This study examines the relationship between organizations and social systems developed by Niklas Luhman (2000) in the context of organizational communication for local cultural development. Studies in this research cover the resonance of social systems, the interpenetration of organizations and social systems, as well as organizational adaptation. Qualitative descriptive research was carried out on JFC organizations and the Jember community social system that collaborated on local cultural development. Data collection is carried out through observations, in-depth interviews, and focus group discussions with JFC organizations, local governments, communities, visitors, and surrounding communities. In addition, the study also compiled reports from the Jember Radar media for the period 2003–2023. The results of this research cover, firstly, how each subsystem resonates in a way that responds to JFC maintenance based on their interests. Second, the interpenetration of the JFC organizational system and the Jember social system has different patterns and achieves a positive relationship by meeting the three elements of communication: information, utterance, and understanding. Thirdly, JFC organizations adapt by responding to external organizational proposals and determining decisions for strengthening and improving institutions. The decision-making of organizations as a form of system adaptation is independent in accordance with the initial objectives of JFC's establishment. Strengthening JFC organizations in terms of institutions by collaborating JFC organizations and the Jember social system through the formation of structures, building awareness, and joint responsibility for the efforts of local cultural development through the implementation of the Jember Fashion Carnival.

Keywords : adaptation, resonance, organizational system, social system, local cultural development