

## **Pengaruh Strategi Komunikasi Partisipatif Program Kemitraan dan Bina Lingkungan (PKBL) PT. Telkom Terhadap Perilaku Mitra Binaan di Kota Malang**

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### **INTISARI**

Program Kemitraan dan Bina Lingkungan (PKBL) Telkom merupakan salah satu bentuk kegiatan *Corporate Social Responsibility* (CSR) dari PT. Telkom, Tbk. Kegiatan PKBL Telkom ini tersebar diseluruh Indonesia. Di Pulau Jawa Mitra binaan terbesar berada di Jawa Timur khususnya di Kota Malang. Pelaksanaan PKBL Telkom di Kota Malang menemukan banyak kendala seperti terjadinya kredit macet, tidak berjalannya kegiatan usaha sesuai dengan rencana yang telah disetujui oleh Telkom CDC Malang hingga kebangkrutan. Hal ini diduga kurang terjalannya komunikasi efektif antara PT. Telkom dengan Mitra Binaan. Menyadari hal tersebut PT. Telkom melaksanakan strategi komunikasi partisipatif untuk melibatkan mitra binaan dalam kegiatan pendampingan yang dilakukan. Telkom CDC Malang berharap dengan adanya partisipasi mitra binaan maka komunikasi antara mitra binaan dengan Telkom CDC dapat terjalin dengan baik sehingga dapat mencegah terjadinya berbagai masalah terkait usaha yang dijalankan. Adanya partisipasi mitra binaan ini juga diharapkan dapat membuat mitra binaan dapat berperilaku sesuai dengan kewajibannya sebagai mitra binaan. Tujuan penelitian ini adalah: 1) menganalisis pelaksanaan strategi komunikasi partisipatif PKBL Telkom Malang; 2) menganalisis pengaruh strategi komunikasi partisipatif terhadap pengetahuan, sikap, dan motivasi mitra binaan; dan 3) menganalisis pengaruh pengetahuan mitra binaan, sikap mitra binaan, motivasi mitra binaan, sikap pasangan hidup, dan pembelajaran melalui observasi terhadap perilaku mitra binaan.

Penelitian ini menggunakan metode campuran. Lokasi penelitian di kota Malang. Sampel berjumlah 138 orang dipilih dengan teknik random sampling. Hasil penelitian menunjukkan pelaksanaan strategi komunikasi partisipatif telah melibatkan mitra binaan dalam proses identifikasi masalah, menentukan NOPS, dan memilih media dan metode komunikasi dalam kegiatan PKBL Telkom. Strategi Komunikasi partisipatif berpengaruh positif terhadap pengetahuan, sikap, dan motivasi mitra binaan. Pengetahuan, sikap mitra binaan, motivasi, sikap pasangan hidup berpengaruh positif terhadap perilaku mitra binaan sedangkan pembelajaran melalui observasi berpengaruh negatif terhadap perilaku mitra binaan.

**Kata kunci** : *Komunikasi Partisipatif, PKBL, Telkom Malang*

**Influence of Participatory Communication Strategy in a Partnership and Community Development Program (PKBL) by PT. Telkom towards Behaviors of the Development Partners in Malang**

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**ABSTRACT**

The Partnership and Community Development Program (PKBL) Telkom is one of Corporate Social Responsibility (CSR) activities from PT. Telkom, Tbk. The activity has spread throughout Indonesia. In Java Island, the biggest number of the development partners is centered in East Java, particularly in Malang. The implementation of PKBL in Malang faces several obstacles, such as bad credit, business activities not running according to the plans having been agreed by Telkom CDC Malang, and bankruptcy. This is presumably caused by lack of effective communication between PT. Telkom and the development partners. Realizing the problem, PT. Telkom implemented the participatory communication strategy that involves the development partners in the mentoring activities. Telkom CDC Malang wishes for the betterment of the communication between the development partners and Telkom CDC so that problems related to the business can be prevented. The participation of the development partners is also expected to make them behave in accordance with their responsibility as the development partners. The aims of the research are: 1) to analyze the implementation of the participatory communication strategy in the PKBL Telkom Malang, 2) to analyze the influence of the participatory communication strategy towards the development partners' knowledge, attitudes, and motivation, and 3) to analyze the influence of the development partners' knowledge, attitudes, motivation, spouses' attitudes, and learning by observing towards their behaviors.

This research employed mixed methods. The location of the research is in Malang. The number of samples is 138 people chosen by a random sampling technique. The results of the research show that the implementation of the participatory communication strategy has involved the development partners in the processes of identifying problems, determining NOPS, and choosing media and communication methods in the PKBL Telkom activities. The participatory communication strategy has positive influence towards the development partners' knowledge, attitudes, and motivation. Their knowledge, attitudes, motivation, and spouses' attitude have positive influence towards their behaviors while the learning process conducted through observation has negative influence towards the behaviors.

**Key Words** : *Participatory Communication, PKBL, Telkom Malang*