

## **INTISARI**

Laporan akhir ini bertujuan untuk membandingkan serta menjelaskan komunikasi organisasi yang berlangsung dalam program magang di Bandung Digital Valley dan Jogja Digital Valley. Penulis melakukan observasi partisipatif pada tanggal 15 Januari hingga 15 Maret 2021 di Jogja Digital Valley, dan kemudian tanggal 22 Maret hingga 22 Mei 2021 di Bandung Digital Valley. Dalam penulisan laporan akhir ini, penulis menggunakan metode kualitatif di mana penulis mendeskripsikan kejadian berdasarkan observasi yang dilakukan, serta melakukan wawancara dengan beberapa narasumber, yakni Ayu Wulandari selaku *public relations* Bandung Digital Valley, Dina Napita selaku *public relations* Jogja Digital Valley, Arifah Salma selaku *content creator intern* Bandung Digital Valley, dan Aini Khansa selaku *graphic designer intern* Jogja Digital Valley. Dalam pelaksanaan komunikasi organisasi di program magang Bandung Digital Valley dan Jogja Digital Valley, terdapat perbedaan dan kesamaan kombinasi pesan dalam kegiatan komunikasi organisasinya. Kombinasi pesan ini diperoleh melalui variabel-variabel pengklasifikasi pesan menurut Arni Muhammad dalam bukunya, yakni *Komunikasi Organisasi*. Selain kombinasi pesan, penulis juga membandingkan gaya komunikasi partisipan di program magang Bandung Digital Valley dan Jogja Digital Valley berdasarkan teori Robert Norton. Pola komunikasi, saluran komunikasi, dan hambatan-hambatan pada pelaksanaan komunikasi organisasi kedua program magang tersebut di tengah pandemi COVID-19 turut dibandingkan dan dijelaskan oleh penulis melalui tabel dan paragraf penjabar yang disusun secara runtut. Hasilnya, penulis menemukan bahwa Bandung Digital Valley dan Jogja Digital Valley memiliki lebih banyak kesamaan daripada perbedaan dalam kombinasi pesan di komunikasi internal dan eksternal, pola komunikasi, dan hambatan komunikasi. Sementara itu, keduanya memiliki kesamaan dan perbedaan yang seimbang pada aspek gaya komunikasi dan saluran komunikasi.

**Kata kunci: Bandung Digital Valley, Jogja Digital Valley, Komunikasi, Komunikasi Organisasi, Program Magang**

## **ABSTRACT**

This final paper aims to compare and explain organizational communication occurring in Bandung Digital Valley and Jogja Digital Valley internship programs. The writer conducts participatory observation from January 15 to March 15, 2021, in Jogja Digital Valley, and later from March 22 to May 22, 2021, in Bandung Digital Valley. In the making of this final paper, the writer used qualitative method to describe events based on the conducted observation and interviewed several informants, which involves Ayu Wulandari as public relation of Bandung Digital Valley, Dina Napita as public relation of Jogja Digital Valley, Arifah Salma as content creator intern of Bandung Digital Valley, and Aini Khansa as graphic designer intern of Jogja Digital Valley. During the implementation of organizational communication in Bandung Digital Valley and Jogja Digital Valley internship programs, there are differences and similarities of message combinations in their organizational communication activities. The message combinations were acquired through message classificatory variables according to Arni Muhammad in his book, *Komunikasi Organisasi*. In addition to message combinations, the writer also compares the communication styles of participants in Bandung Digital Valley and Jogja Digital Valley internship programs, based on the theory of Robert Norton. Communication patterns, communication channels, and obstacles in the implementation of organizational communication within both internship programs amidst COVID-19 pandemic are also compared and explained by the writer using tables and explanation paragraphs which are coherently arranged. The writer found that Bandung Digital Valley and Jogja Digital Valley share more similarities than differences in the message combination within internal and external communication, communication patterns, and communication obstacles. On the other hand, both have balanced similarities and differences in the aspect of communication styles and communication channels.

**Keywords: Bandung Digital Valley, Communication, Internship Program, Jogja Digital Valley, Organizational Communication**