

ABSTRAK

Fenomena kurangnya strategi komunikasi yang terstruktur dalam pelaksanaan Ahad Festival menyebabkan tantangan koordinasi dan partisipasi publik yang belum optimal. Penelitian ini bertujuan untuk mendeskripsikan manajemen komunikasi Dinas Perindustrian, Perdagangan, Koperasi dan UKM (DISPERINDAGKOP) Kota Lhokseumawe dalam menjalankan Bazar Ahad Festival serta mengidentifikasi hambatan yang dihadapi selama proses pelaksanaannya. Dengan pendekatan deskriptif kualitatif dan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi, penelitian ini menggunakan model POAC (Planning, Organizing, Actuating, Controlling) sebagai dasar analisis. Hasil penelitian menunjukkan bahwa manajemen komunikasi DISPERINDAGKOP berjalan adaptif dan partisipatif, meskipun belum sepenuhnya terstruktur secara formal. Perencanaan dilakukan secara spontan dan kolaboratif; organisasi kegiatan dikoordinasikan oleh Bidang Koperasi dan UKM; pengarahan dilakukan melalui komunikasi dua arah; dan pengawasan dilaksanakan secara rutin berbasis laporan digital. Hambatan yang dihadapi meliputi keterbatasan anggaran serta perilaku kurang disiplin dari pelaku UMKM dan pengunjung. Meskipun demikian, kegiatan tetap berjalan efektif berkat pembinaan, evaluasi mingguan, dan komunikasi lintas pihak yang terbuka. Penelitian ini diharapkan memberikan kontribusi teoretis dan praktis bagi pengembangan manajemen komunikasi berbasis komunitas.

Kata Kunci: Manajemen Komunikasi, DISPERINDAGKOP, Ahad Festival, UMKM.

ABSTRACT

The lack of structured communication strategies in organizing the Ahad Festival has led to coordination challenges and suboptimal public participation. This study aims to describe the communication management of the Department of Industry, Trade, Cooperatives, and SMEs (DISPERINDAGKOP) in Lhokseumawe City in running the Ahad Festival bazaar and to identify the obstacles encountered during its implementation. Using a descriptive qualitative approach and data collection techniques such as observation, interviews, and documentation, this research applies the POAC (Planning, Organizing, Actuating, Controlling) model as its analytical framework. The findings show that DISPERINDAGKOP's communication management is adaptive and participatory, although not yet formally structured. Planning is carried out spontaneously and collaboratively; activities are organized by the Cooperatives and SMEs Division; direction is delivered through two-way communication; and supervision is conducted routinely via digital reporting. Challenges include limited budget and undisciplined behavior from UMKM participants and visitors. Nevertheless, the festival continues to run effectively through mentoring, weekly evaluations, and open cross-stakeholder communication. This research is expected to contribute both theoretically and practically to the development of community-based communication management.

Keywords: *Communication Management, DISPERINDAGKOP, Ahad Festival, UMKM.*