

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan bagaimana strategi komunikasi yang digunakan oleh Babinsa Koramil 08 Gandapura dalam menjaga ketertiban masyarakat di Gampong Tingkeum Manyang, Kecamatan Kutablang, Kabupaten Bireuen. Babinsa menerapkan strategi komunikasi melalui pendekatan persuasif dan partisipatif yang dilaksanakan dalam tiga tahapan, yaitu perencanaan, pelaksanaan, dan evaluasi. Penelitian ini menggunakan metode penelitian kualitatif deskriptif karena berusaha mengungkap fenomena sosial yang terjadi dalam kehidupan masyarakat. Teknik pengumpulan data meliputi wawancara, observasi, dan dokumentasi. Informan dalam penelitian ini terdiri dari Babinsa, aparatur Gampong, tokoh masyarakat, tokoh agama, serta masyarakat yang memahami situasi ketertiban di wilayah tersebut. Hasil penelitian menunjukkan bahwa strategi komunikasi Babinsa dilakukan melalui sosialisasi rutin, penyuluhan keamanan, koordinasi dengan aparatur Gampong, pendekatan interpersonal kepada tokoh masyarakat, serta keterlibatan aktif dalam kegiatan kemasyarakatan. Namun, terdapat beberapa hambatan dalam pelaksanaan strategi komunikasi tersebut, seperti keterbatasan jumlah personel Babinsa, kurangnya partisipasi sebagian masyarakat, perbedaan karakter sosial budaya, serta munculnya kesalahpahaman informasi melalui media sosial. Meskipun demikian, dukungan aparatur Gampong, tokoh masyarakat, dan kerja sama antarinstansi menjadi faktor pendukung utama dalam menciptakan ketertiban dan keamanan lingkungan secara berkelanjutan.

Kata Kunci: Strategi Komunikasi, Babinsa, Ketertiban Masyarakat, Gampong.

ABSTRACT

This research aims to explain the communication strategies used by the Babinsa of Koramil 08 Gandapura in maintaining public order in Gampong Tingkeum Manyang, Kutablang District, Bireuen Regency. The Babinsa implements communication strategies through persuasive and participatory approaches carried out in three stages: planning, implementation, and evaluation. This study employs a descriptive qualitative research method because it seeks to uncover social phenomena occurring within the community. Data collection techniques include interviews, observation, and documentation. The informants in this study consisted of the Babinsa, village officials, community leaders, religious leaders, and residents who understand the conditions related to public order in the area. The findings reveal that the Babinsa's communication strategy is conducted through regular outreach, security awareness counseling, coordination with village authorities, and interpersonal communication with community leaders, as well as active involvement in community activities. However, several obstacles hinder the implementation of these communication strategies, such as the limited number of Babinsa personnel, low participation from some community members, diverse social and cultural characteristics, and misunderstandings caused by information circulating on social media. Despite these challenges, support from village officials, community leaders, and inter-agency cooperation serves as a key factor in strengthening efforts to maintain a safe and orderly environment.

Keywords: *Communication Strategy, Babinsa, Public Order, Gampong.*