

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan strategi komunikasi interpersonal agen pangkalan LPG dalam meningkatkan pemahaman masyarakat Gampong Uteun Bayi mengenai penggunaan gas bersubsidi serta mendeskripsikan hambatan yang dihadapi dalam penerapannya. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Lokasi penelitian berada di Gampong Uteun Bayi, Kecamatan Banda Sakti, Kota Lhokseumawe, dengan informan yang terdiri atas agen pangkalan LPG, pengguna LPG bersubsidi, dan masyarakat setempat. Data diperoleh melalui observasi, wawancara semi terstruktur, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman. Teori Penetrasi Sosial Altman dan Taylor digunakan sebagai landasan analisis, sedangkan efektivitas komunikasi interpersonal dianalisis berdasarkan lima dimensi Joseph A. DeVito, yaitu keterbukaan, empati, sikap mendukung, sikap positif, dan kesetaraan. Hasil penelitian menunjukkan bahwa komunikasi tatap muka secara langsung menjadi strategi utama agen pangkalan LPG UD Mina Jaya dan UD BUMG Uteun Bayi Sakti dalam menyampaikan informasi dan edukasi mengenai penggunaan LPG 3 kg bersubsidi. Strategi tersebut dilakukan melalui penyampaian informasi mengenai stok, Harga Eceran Tertinggi (HET), pencatatan NIK, ketentuan penggunaan, serta pendampingan terhadap kendala yang dihadapi masyarakat. Komunikasi berkembang secara bertahap dari lapisan luar, lapisan menengah, hingga lapisan inti sesuai Teori Penetrasi Sosial, yang ditandai dengan terbentuknya kepercayaan antara agen pangkalan dan masyarakat. Hambatan yang ditemukan meliputi perbedaan tingkat pemahaman masyarakat, keterbatasan waktu komunikasi, dinamika perubahan regulasi, serta kendala distribusi LPG. Hambatan tersebut diatasi melalui komunikasi yang terbuka, sabar, konsisten, dan persuasif. Dengan demikian, strategi komunikasi interpersonal yang diterapkan agen pangkalan mampu mendukung peningkatan pemahaman masyarakat mengenai penggunaan LPG bersubsidi secara tepat.

Kata Kunci: Agen Pangkalan LPG, Komunikasi Interpersonal, Masyarakat, Pemahaman, Strategi Komunikasi.

ABSTRACT

This study aims to describe the interpersonal communication strategies used by LPG station agents to improve the understanding of the community in Gampong Uteun Bayi regarding the use of subsidized gas, as well as to describe the obstacles encountered in implementing these strategies. This study employs a qualitative approach using a descriptive research design. The research was conducted in Gampong Uteun Bayi, Banda Sakti Subdistrict, Lhokseumawe City, with informants consisting of LPG station agents, users of subsidized LPG, and residents. Data were collected through observation, semi-structured interviews, and documentation, and were subsequently analyzed using the Miles and Huberman model. Altman and Taylor's Social Penetration Theory served as the analytical framework, while the effectiveness of interpersonal communication was analyzed based on Joseph A. DeVito's five dimensions: openness, empathy, supportive attitude, positive attitude, and equality. The results of the study indicate that direct face-to-face communication serves as the primary strategy employed by the LPG distribution agents UD Mina Jaya and UD BUMG Uteun Bayi Sakti in conveying information and education regarding the use of subsidized 3-kg LPG. This strategy involves providing information on stock levels, the Maximum Retail Price (MRP), recording National Identification Numbers (NIK), usage regulations, and offering assistance with challenges faced by the community. Communication developed gradually from the outer layer, through the middle layer, to the core layer, in accordance with the Theory of Social Penetration. Communication develops gradually from the outer layer, through the middle layer, to the core layer, in accordance with Social Penetration Theory, which is characterized by the establishment of trust between field agents and the community. Barriers encountered include differences in the community's level of understanding, limited communication time, changing regulatory dynamics, and LPG distribution challenges. These barriers are overcome through open, patient, consistent, and persuasive communication. Thus, the interpersonal communication strategies implemented by LPG distribution agents are able to support an increase in the community's understanding of the proper use of subsidized LPG.

Keywords: LPG Distribution Agents, Interpersonal Communication, Community, Understanding, Communication Strategies.