

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan komunikasi organisasi vertikal Dinas Lingkungan Hidup Kota Lhokseumawe dalam upaya pengelolaan sampah serta mendeskripsikan faktor-faktor yang menghambat komunikasi organisasi vertikal dalam pelaksanaannya. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Lokasi penelitian berada di Dinas Lingkungan Hidup Kota Lhokseumawe, dengan informan yang dipilih menggunakan teknik purposive sampling, terdiri atas Pelaksana Harian (PLH) Kepala Dinas, Kepala Bidang Pengendalian Pencemaran dan Kerusakan Lingkungan Hidup, petugas lapangan, dan masyarakat. Data diperoleh melalui observasi, wawancara semi terstruktur, dan dokumentasi, kemudian dianalisis menggunakan model Miles, Huberman, dan Saldaña melalui kondensasi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Teori Sistem Organisasi Katz dan Kahn digunakan sebagai landasan analisis dengan melihat lima komponen, yaitu input, throughput, output, feedback, dan environment. Hasil penelitian menunjukkan bahwa komunikasi organisasi vertikal dalam pengelolaan sampah di Dinas Lingkungan Hidup Kota Lhokseumawe telah berjalan dengan baik melalui pola komunikasi top-down dan bottom-up secara berjenjang antara pimpinan, kepala bidang, dan petugas lapangan. Komunikasi tersebut dilakukan dalam penyampaian kebijakan, arahan, pembagian tugas, koordinasi, laporan, serta evaluasi kegiatan pengelolaan sampah. Penyampaian informasi dilakukan secara langsung maupun menggunakan media komunikasi seperti telepon dan WhatsApp sehingga dapat mendukung koordinasi, penyelesaian kendala, dan kelancaran pelayanan pengelolaan sampah kepada masyarakat. Pada tahap output, komunikasi tersebut terlihat dari terlaksananya pengangkutan sampah, penanganan kendala di lapangan, serta tindak lanjut terhadap keluhan masyarakat. Hambatan yang ditemukan meliputi perubahan informasi atau kondisi lapangan secara mendadak, seperti perubahan jadwal, kerusakan armada, perubahan lokasi pengangkutan, dan kondisi jalan. Selain itu, tindak lanjut terhadap laporan atau masukan terkadang membutuhkan waktu karena harus melalui koordinasi secara berjenjang. Hambatan juga ditemukan pada lingkungan eksternal, yaitu masih rendahnya kesadaran sebagian masyarakat dalam mengikuti aturan pembuangan sampah. Hambatan tersebut dapat diminimalkan melalui koordinasi, komunikasi langsung, pemanfaatan media komunikasi, serta sosialisasi kepada masyarakat. Dengan demikian, komunikasi organisasi vertikal yang berjalan melalui pola top-down dan bottom-up berperan penting dalam mendukung koordinasi dan pelaksanaan pengelolaan sampah di Dinas Lingkungan Hidup Kota Lhokseumawe.

Kata Kunci: Komunikasi Organisasi, Komunikasi Vertikal, Pengelolaan Sampah, Dinas Lingkungan Hidup, Kota Lhokseumawe.

ABSTRACT

This study aims to describe the vertical organizational communication of the Environmental Agency of Lhokseumawe City in waste management efforts and to identify the factors that hinder vertical organizational communication in its implementation. This study employed a qualitative approach with a descriptive research design. The research was conducted at the Environmental Agency of Lhokseumawe City, with informants selected using purposive sampling, consisting of the Acting Head of the Environmental Agency, the Head of the Pollution Control and Environmental Damage Division, field officers, and community members. Data were collected through observation, semi-structured interviews, and documentation, and were analyzed using the Miles, Huberman, and Saldaña model through data condensation, data display, and conclusion drawing and verification. The Organizational Systems Theory proposed by Katz and Kahn was used as the analytical framework by examining five components: input, throughput, output, feedback, and environment. The results showed that vertical organizational communication in waste management at the Environmental Agency of Lhokseumawe City has been functioning well through top-down and bottom-up communication patterns between leaders, division heads, and field officers. The communication involves the delivery of policies, instructions, task distribution, coordination, reports, and evaluation of waste management activities. Information is communicated both directly and through communication media such as telephone calls and WhatsApp, supporting coordination, problem-solving, and the continuity of waste management services for the community. At the output stage, this communication is reflected in the implementation of waste collection, the handling of field problems, and follow-up actions on community complaints. The obstacles identified include sudden changes in information or field conditions, such as schedule changes, damaged waste collection vehicles, changes in collection locations, and road conditions. In addition, follow-up actions on reports or feedback sometimes require time because they must go through hierarchical coordination. Obstacles are also found in the external environment, particularly the low level of awareness among some community members regarding waste disposal regulations. These obstacles can be minimized through coordination, direct communication, the use of communication media, and public outreach. Therefore, vertical organizational communication through top-down and bottom-up patterns plays an important role in supporting coordination and the implementation of waste management at the Environmental Agency of Lhokseumawe City.

Keywords: Organizational Communication, Vertical Communication, Waste Management, Environmental Agency, Lhokseumawe City.