

ABSTRAK

Bela Putri Kumalasari, 2025. *Analisis Komunikasi Anggota Komunitas Railfans Dalam Mensosialisasikan Keselamatan Di Perlintasan Kereta Api*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Suyono,SH.,M.I.Kom.

KataKunci: *Komunikasi komunitas, Komunitas Railfans, Keselamatan, Perlintasan kereta api, Sosialisasi.*

Penelitian ini membahas analisis komunikasi anggota komunitas Railfans dalam mensosialisasikan keselamatan di perlintasan kereta api. Keselamatan di perlintasan kereta api masih menjadi isu penting di Indonesia karena tingginya angka pelanggaran dan potensi kecelakaan. Komunitas Railfans, sebagai kelompok pecinta perkeretaapian, memiliki peran strategis dalam mendukung kampanye keselamatan melalui komunikasi publik. Penelitian ini bertujuan menganalisis pola komunikasi yang digunakan oleh anggota komunitas dalam menyampaikan pesan keselamatan, baik melalui interaksi langsung maupun media digital.

Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus pada komunitas Railfans yang aktif melakukan kampanye keselamatan. Data diperoleh melalui wawancara mendalam, observasi partisipatif, dan dokumentasi. Hasil penelitian menunjukkan bahwa pola komunikasi internal bersifat partisipatif dan horizontal, menciptakan koordinasi, keterlibatan, dan solidaritas antaranggota. Media sosial, seperti Instagram dan YouTube, digunakan sebagai sarana utama penyebaran pesan, sementara kegiatan offline berupa edukasi langsung, kolaborasi dengan PT KAI dan Dinas Perhubungan, serta penyebaran materi visual turut memperkuat efektivitas kampanye.

Analisis menggunakan Teori FIRO (Fundamental Interpersonal Relations Orientation) oleh Schutz (1958) yang menjelaskan tiga kebutuhan dasar interaksi kelompok: *Inclusion* (keterlibatan), *Control* (pengendalian), dan *Affection* (keakraban). Ketiga aspek ini memengaruhi cara anggota berinteraksi, mengatur peran, dan membangun hubungan yang mendukung keberhasilan penyampaian pesan keselamatan.

Kesimpulannya, komunitas Railfans berperan sebagai aktor strategis dalam kampanye keselamatan di perlintasan kereta api melalui strategi komunikasi kreatif, kolaboratif, dan konsisten, dengan dukungan interaksi kelompok yang harmonis dan pemanfaatan media digital secara optimal.

ABSTRACT

Bela Putri Kumalasari, 2025. *Analysis of Communication of Railfans Community Members in Socializing Safety at Railway Crossings*. Thesis, Communication Science Study Program, Faculty of Social and Political Sciences, Muhammadiyah University of Jember. Advisor: Suyono, SH., M.I.Kom.

Key words: *Community communication, Railfans community, Safety, Rail crossing, Socialization.*

This study examines the communication analysis of Railfans community members in promoting railway crossing safety. Railway crossing safety remains a significant issue in Indonesia due to the high rate of violations and potential accidents. The Railfans community, as a group of railway enthusiasts, plays a strategic role in supporting safety campaigns through public communication. This research aims to analyze the communication patterns used by community members in conveying safety messages, both through direct interaction and digital media. The study employs a qualitative approach with a case study method focusing on a Railfans community actively involved in safety campaigns. Data were collected through in-depth interviews, participatory observation, and documentation. The findings reveal that internal communication patterns are participatory and horizontal, fostering coordination, involvement, and solidarity among members. Social media platforms, such as Instagram and YouTube, serve as the main tools for disseminating messages, while offline activities—such as direct public education, collaboration with PT KAI and the Department of Transportation, and the distribution of visual campaign materials—further strengthen the effectiveness of the campaign.

The analysis applies FIRO Theory (Fundamental Interpersonal Relations Orientation) by Schutz (1958), which identifies three basic needs in group interaction: Inclusion (involvement), Control (management of roles), and Affection (closeness). These elements influence how members interact, assign responsibilities, and build relationships that support effective safety message delivery. In conclusion, the Railfans community serves as a strategic actor in railway crossing safety campaigns through creative, collaborative, and consistent communication strategies, supported by harmonious group interaction and the optimal use of digital media.