

ABSTRAK

Arinda, Siti Nur Sari, 2025, Peran Panitia Sekawan 5 Dalam Upaya Mensukseskan Kegiatan Gowes Silaturahmi (Gosil) Di Kecamatan Wongsorejo Kabupaten Banyuwangi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember, Pembimbing Dr. Sudahri, S.Sos., M.I.Kom.

Kata Kunci: Panitia Sekawan 5, GOSIL, peran panitia, Wongsorejo.

Kegiatan Gowes Silaturahmi (GOSIL) merupakan program olahraga rekreatif yang bertujuan mempererat hubungan sosial masyarakat sekaligus meningkatkan partisipasi dalam kegiatan berbasis komunitas di Kecamatan Wongsorejo, Kabupaten Banyuwangi. Keberhasilan kegiatan ini tidak terlepas dari peran Panitia Sekawan 5 yang terlibat langsung dalam proses perencanaan hingga evaluasi. Penelitian ini bertujuan untuk mendeskripsikan peran Panitia Sekawan 5 dalam upaya mensukseskan kegiatan GOSIL serta mengidentifikasi faktor pendukung yang memengaruhi efektivitas peran tersebut. Penelitian dilaksanakan di Pondok Pesantren Miftahul Ulum, Desa Bengkak, sebagai lokasi utama penyelenggaraan GOSIL. Subjek penelitian terdiri atas Ketua Panitia, Sekretaris, Bendahara, dan Koordinator Humas Panitia Sekawan 5, yang dipilih berdasarkan keterlibatan langsung mereka dalam pengelolaan kegiatan. Metode penelitian yang digunakan adalah kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi langsung, dan dokumentasi. Analisis data dilakukan melalui proses reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh gambaran mengenai peran panitia secara menyeluruh. Hasil penelitian menunjukkan bahwa Panitia Sekawan 5 menjalankan perannya dengan baik pada seluruh tahapan penyelenggaraan GOSIL. Pada tahap perencanaan, panitia mampu menyusun konsep kegiatan secara kolaboratif dan membagi tugas secara proporsional. Pada tahap pelaksanaan, koordinasi antaranggota berjalan efektif sehingga kegiatan berlangsung lancar. Tahap evaluasi dilakukan untuk mengidentifikasi kekurangan dan merencanakan perbaikan kegiatan berikutnya. Efektivitas peran panitia didukung oleh faktor internal seperti komunikasi, kedisiplinan, dan kekompakan, serta faktor eksternal seperti dukungan masyarakat, peserta, sponsor, dan komunitas lokal. Secara keseluruhan, Panitia Sekawan 5 memiliki kontribusi signifikan dalam keberhasilan GOSIL di Kecamatan Wongsorejo.

ABSTRACT

Arinda, Siti Nur Arinda, 2025, The Role of the Sekawan 5 Committee in Efforts to Make the Gowes Silaturahmi (GOSIL) Activity a Success in Wongsorejo District Banyuwangi Regency, Communication Science Study Program, Faculty of Sosial and Political Sciences, Muhammadiyah University of Jember, Supervisor Dr. Sudahri, S.Sos., M.I.Com.

Keywords: Sekawan 5 Committee, GOSIL, committee role, Wongsorejo.

The Gowes Silaturahmi (GOSIL) program is a recreational cycling activity aimed at strengthening social relationships within the community while increasing public participation in community-based events in Wongsorejo District, Banyuwangi Regency. The success of this activity is closely related to the role of the Sekawan 5 Committee, which is directly involved in the planning, implementation, and evaluation processes. This study aims to describe the role of the Sekawan 5 Committee in supporting the successful implementation of GOSIL and to identify the supporting factors that influence the effectiveness of their role. The research was conducted at Miftahul Ulum Islamic Boarding School, Bengkak Village, the main location where GOSIL activities are held. The research subjects consisted of the Committee Chairperson, Secretary, Treasurer, and Public Relations Coordinator, selected based on their direct involvement in managing the event. This study employed a qualitative research method with data collected through in-depth interviews, direct observation, and documentation. Data were analyzed using the processes of data reduction, data display, and conclusion drawing to obtain a comprehensive understanding of the committee's performance. The findings show that the Sekawan 5 Committee effectively carried out its role throughout all stages of GOSIL implementation. In the planning stage, the committee collaboratively developed the event concept and distributed tasks proportionally. During implementation, coordination among members was well maintained, allowing the event to run smoothly. The evaluation stage was conducted to identify weaknesses and formulate improvements for future events. The effectiveness of the committee's role was supported by internal factors such as communication, discipline, and teamwork, as well as external factors including community support, participant involvement, and cooperation with sponsors and local communities. Overall, the Sekawan 5 Committee contributed significantly to the success of GOSIL in Wongsorejo District.