

## ABSTRAK

Eliansyah, Ega 2026. “Peran Sub Bagian Protokol Sekretariat Daerah Kabupaten Jember Dalam Mendukung Kelancaran Kegiatan Bupati” Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Suyono, SH., M.I.Kom.

Kata kunci: Protokol, Koordinasi, Komunikasi Organisasi.

Penelitian ini mengkaji peran Sub Bagian Protokol Sekretariat Daerah Kabupaten Jember dalam mendukung kelancaran kegiatan Bupati. Fokus penelitian mencakup dua aspek utama, yaitu pelaksanaan fungsi teknis dan pola koordinasi antar pegawai Sub Bagian Protokol. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara terstruktur, observasi, dan dokumentasi. Pemilihan informan dilakukan melalui teknik purposive sampling, meliputi Kepala Sub Bagian Protokol, Pranata Hubungan Masyarakat, Pranata Komputer, dan Staf Protokoler. Hasil penelitian menunjukkan bahwa Sub Bagian Protokol menjalankan empat fungsi teknis yang saling melengkapi, meliputi koordinasi keprotokolan, penyusunan naskah sambutan, pengelolaan komunikasi visual, dan pendampingan kegiatan bupati di lapangan. Adapun pola koordinasi yang terbentuk mencakup lima alur komunikasi, yaitu downward, upward, horizontal, diagonal, dan eksternal, yang dijalankan secara fleksibel dengan memanfaatkan media komunikasi seperti WhatsApp dan walkie talkie. Pola koordinasi tersebut berperan agar setiap informasi kegiatan dapat diproses dan ditindaklanjuti secara cepat dan tepat oleh seluruh tim.

## **ABSTRACT**

Eliansyah, Ega 2026 “The Role of the Protocol Sub-Division of the Jember Regency Regional Secretariat in Supporting the Smooth Execution of the Regent's Activities” Communication Studies Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Jember. Guides: Suyono, SH., M.I.Kom

*Keywords: Protocol, Coordination, Organizational Communication.*

*This research examines the role of the Protocol Sub-Division of the Jember Regency Regional Secretariat in supporting the smooth running of the Regent's activities. The research focuses on two main aspects, namely the implementation of technical functions and the coordination patterns among employees of the Protocol Sub-Division. This study employs a descriptive qualitative method with data collection techniques including structured interviews, observation, and documentation. Informants were selected through purposive sampling, comprising the Head of the Protocol Sub-Division, the Public Relations Officer, the Computer Specialist, and Protocol Staff. The research results show that the Protocol Sub-Division carries out four complementary technical functions, namely protocol coordination, drafting of speech texts, management of visual communication, and accompanying the Regent's activities in the field. Meanwhile, the coordination pattern that has been formed encompasses five communication flows, namely downward, upward, horizontal, diagonal, and external, which are carried out flexibly using communication media such as WhatsApp and walkie-talkies. This coordination pattern plays a role in ensuring that every piece of activity information can be processed and followed up quickly and accurately by the entire team.*