

ABSTRAK

Caniago, Zolla Refiaulia. 2026. "Ruang Ngopi" sebagai Media Komunikasi Organisasi dalam Aktivitas Diskusi Mahasiswa di Universitas Muhammadiyah Jember. Skripsi Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Muhammadiyah Jember. Pembimbing: Ibu Ari Susanti, S.Sos.,M.Med.Kom.

Kata Kunci: ruang ngopi, komunikasi organisasi, diskusi mahasiswa, organisasi mahasiswa.

Penelitian ini dilatarbelakangi oleh fenomena pemanfaatan ruang ngopi sebagai ruang diskusi informal dalam aktivitas organisasi mahasiswa, khususnya pada BEM FISIP Universitas Muhammadiyah Jember. Ruang ngopi tidak hanya digunakan sebagai tempat berkumpul, tetapi juga menjadi media komunikasi organisasi yang mendukung koordinasi, pertukaran gagasan, dan pematangan keputusan. Tujuan penelitian ini adalah untuk mendeskripsikan bentuk komunikasi organisasi yang berlangsung di ruang ngopi, menganalisis peran ruang ngopi sebagai media komunikasi organisasi, serta mengidentifikasi hambatan komunikasi yang muncul dalam pemanfaatannya. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik penentuan informan dilakukan secara purposive dengan melibatkan enam informan yang aktif dalam Kabinet Adhigana Sakti dan Kabinet Pelopor Muda. Data dikumpulkan melalui wawancara mendalam dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman melalui reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini menggunakan teori komunikasi organisasi Katz dan Kahn, teori ruang publik Habermas, serta konsep *third place* Oldenburg. Hasil penelitian menunjukkan bahwa bentuk komunikasi organisasi di ruang ngopi meliputi komunikasi ke bawah, ke atas, horizontal, dan diagonal. Ruang ngopi berperan sebagai ruang publik mikro yang mendukung diskusi inklusif, egaliter, terbuka, rasional, serta membentuk kesepahaman internal organisasi. Selain itu, ruang ngopi juga berfungsi sebagai ruang ketiga yang menciptakan suasana santai, akrab, dan partisipatif. Dampak nyata ruang ngopi terlihat dalam pematangan gagasan, koordinasi teknis, serta pelaksanaan kegiatan Kabinet Pelopor Muda. Namun, pemanfaatannya memiliki hambatan berupa biaya, keramaian, jarak, keterbatasan fasilitas, privasi, dan dokumentasi. Dengan demikian, ruang ngopi dapat disimpulkan sebagai media komunikasi informal yang bersifat komplementer terhadap forum formal organisasi.

ABSTRACT

Caniago, Zolla Refiaulia. 2026. The coffe lounge as a Medium for Organizational Communication in Student Discussions at Muhammadiyah University of Jember. Thesis, Departement of Communication Studies, Faculty of Social and Political Sciences. Muhammadiyah University of Jember. Advisor: Ari Susanti, S.Sos.,M.Med.Kom.

Keywords: *coffe shop, organizational communication, student discussion, student organization.*

This study is motivated by the phenomenon of utilizing coffee spaces as informal discussion spaces in student organizational activities, particularly within the Student Executive Board of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Jember. Coffee spaces are not only used as places for gathering, but also function as organizational communication media that support coordination, idea exchange, and decision-making processes. This study aims to describe the forms of organizational communication that take place in coffee spaces, analyze the role of coffee spaces as organizational communication media, and identify communication barriers that emerge in their use. This research employed a qualitative approach with a case study method. The informants were selected using purposive sampling, involving six informants who were actively involved in the Adhigana Sakti Cabinet and the Pelopor Muda Cabinet. Data were collected through in-depth interviews and documentation, then analyzed using the Miles and Huberman model through data reduction, data display, and conclusion drawing. This study applies Katz and Kahn's organizational communication theory, Habermas' public sphere theory, and Oldenburg's third place concept. The findings show that the forms of organizational communication in coffee spaces include downward, upward, horizontal, and diagonal communication. Coffee spaces function as micro public spheres that support inclusive, egalitarian, open, and rational discussions, as well as the formation of internal organizational understanding. In addition, coffee spaces also serve as third places that create a relaxed, familiar, and participatory atmosphere. The concrete impact of coffee spaces can be seen in idea development, technical coordination, and the implementation of Pelopor Muda Cabinet activities. However, their use also faces several barriers, including cost, crowding, distance, limited facilities, privacy concerns, and documentation issues. Therefore, coffee spaces can be concluded as informal communication media that complement formal organizational forums.