

Communication Strategy in Coral Reef Conservation Program by NGO KPLB to Belitung Society

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ABSTRACT

In order to see the strategic communication, it must be viewed from a variety of factors that influence the communication processes. These factors are communicators, messages, media to convey that message, communicant, and the effects that occur after the messages was delivered. I am interested in knowing the strategic communications made by the NGO KPLB in coral reef conservation program submitted to the Belitung coastal communities island. This research is a study of multimedia journalism, which describes how the relationship communication elements are communicators, messages, media, communicant, and effects create an effective communication process. The method used in this study is a descriptive qualitative approach. Data retrieval techniques include observation, interviews and documentation validity of the data was verified using s source triangulation. Communicators, message, media, communicant and effects are interrelated to create an effective communication process. The results reveal that proximity as a psychological factor is important to make a communicant interested in receiving the message. The existence of the message of economic change and alternative livelihood delivered lead to the fishermen readiness to participate in coral reef conservation program.

Keyword: Communication Strategy, Coral Reef Conservation, Communication Effect

INTRODUCTION

Communication process, there are various elements that must be considered. Starting from the sender of the message, the message itself, the channel used to convey the message, the recipient of the message and the effect of the message. Lasswell says communication is basically a process that explains who, says what, with what channel, to whom, with what effect or result, (who says what in which channel to whom with what effect), (Uchjana, 2006: 10).

Communication effectiveness is a communication channel that also determines how an efficient communication process runs. Kelompok Peduli Lingkungan Belitung (KPLB), which is a non-governmental organization engaged in the environmental field whose domicile is in the Belitung area, really deliberately chooses the communication channels they use to invite the community to participate in the environmental conservation program they are doing. This is because in accordance with the expression of Sudiro and Sumanang (2005: 204), that open and effective communication can be considered an organizational asset. Therefore, KPLB wants to conduct effective communication to support and strengthen their organization as environmental conservation programs carried out by this NGO, one of which is the Coral Reef Conservation program.

Dahuri (1999:69) explains the benefits of coral reef ecosystems are divided into two, namely direct and indirect benefits. The direct benefits of coral reefs are those that can be enjoyed by humans, namely by utilizing fish

resources, coral reefs and other aquatic biota, and also for research activities. Indirect benefits are the ecological and economic functions of coral reefs, namely as a barrier to coastal abrasion, as well as the sustainability of resources and other ecosystems associated with them. Therefore, in this program, KPLB has invited the Belitung community, especially the coastal Belitung community who mostly make a living as fishermen, to protect coral reefs. KPLB continues to invite the community to be able to protect and take marine resources, but without damaging the coral reef ecosystem in it.

The coral reef conservation program conducted by NGO KPLB is called "Improving the Living Standards of Coastal Communities through Environmentally Friendly and Sustainable Management and Utilization of Coral Reef Ecosystems." In the program, KPLB NGOs in collaboration with the local government and UNDP try to realize their common goal of saving the environment (coral reefs) by providing life improvements to the community.

The initial step taken by this NGO was a chain of discussions between KPLB and the Keciput Village community, which resulted in the identification of several problems that cause damage to coral reefs. This conservation was carried out in the Keciput Village area, which is part of the northern Belitung Regency. Keciput Village is included in the administrative area of Sijuk Sub-district, with a distance of ± 25 km from Tanjung Pandan (the capital of Belitung Regency), with a travel time of ± 30 minutes. The area of Keciput Village is ± 21.80 Km² or 4.82% of the area of Kecamatan Sijuk.

After identifying the problem, KPLB then drafted a strategy to overcome the existing conditions. To implement the strategy, KPLB built a network of cooperation with various parties including the community as the main partner, Telapak Indonesia Association, Bahtera Lestari Bali Foundation, Florida Fish and Wild Life Conservation Commission and EASTI. The collaboration built with Florida & EASTI is to train the community how to make environmentally friendly fishing gear, how to catch good fish, pioneer market access and also the application of standardization of marine ornamental fish products. Bahtera Lestari and Perkumpulan Telapak helped facilitate the initial assessment and strengthen the fishermen network.

This program is carried out through several stages. The first stage is socialization, community organizing, and organizational strengthening. In this first stage, continuous socialization was carried out both formally through official meetings attended by all stakeholders from the community, village, sub-district and district as well as non-formally through daily conversations. The communication process as a media campaign was also carried out in this stage, such as making posters and banners to support the program.

The next stage was training on how to make environmentally friendly fishing equipment, how to catch fish properly and how to treat fish from catching to shipping. This program was carried out for three months by bringing in three trainers to train the community on how to make environmentally friendly ornamental fishing gear and how to treat fish from capture to delivery. The training

concept was designed in the form of Learning by Doing (learning while working) where fishermen were directly trained on how to make fishing gear and how to catch and treat fish. In this program, fishing gear has also been distributed which is the work of the training participants themselves.

From a communication process, one important element is feedback (response). Feedback is a response to a message delivered from a communicator to a communicant. According to West and Turner (2008:13), feedback also helps communicators to know whether their message has been conveyed or not and to what extent the achievement of meaning occurs. Therefore, feedback becomes one of the benchmarks of a communication process. Therefore, the researcher has a research objective which is to find out the communication strategy in the Coral Reef Conservation program by NGO KPLB to the Belitung community.

LITERATURE REVIEW

Communication in Society

According to West and Turner (2008), communication is a social process in which individuals use symbols to create and interpret meaning in their environment. The social process is built with various factors such as social, process, meaning and environment. In the interactional communication model, the most important element is the response (effect) to a message.

Effects are very important because they can help to determine whether a communicator's message has been conveyed correctly and to what extent meaning is achieved. Communication that occurs in society through many media and

many different forms. Mass media that are often used in the mass communication process are print media with examples of brochures or banners, television, and Internet media.

Communication Effect

Influence or effect is the difference between what the recipient thinks, feels, and does before and after receiving the message. Cangara (2007: 165) explains further, that influence is one of the elements in communication that is very important to determine the success or failure of the communication we want.

Seeing changes from a communication process, the effects that arise will be seen from the first, namely cognitive effects which can be defined as the influence that arises in an individual who receives messages that are only for themselves. the second, namely affective effects can be interpreted as influences that arise with more emphasis on attitudes and feelings. and the last is the conative effect where the influence that occurs in the form of behavior. This behavior is usually seen in the form of action. These effects are part of knowing the most effective media or channel to influence audiences.

Determinants of Communication Effectiveness

Ruben and Stewart (2006) concluded that an individual receiving a message is not only determined by the content of the message, but also by all elements in the communication process. Therefore, these elements become a unity that determines whether the communication process is effective or not.

a. Communicators

According to Ardianto and Erdinaya (2007: 36) when searching and finding communicators in such a complex process is not an easy problem, it may even be very difficult and cannot be done carelessly.

b. Message

Quoted from Littlejohn and Foss (2009: 185) explains that making a message to be conveyed can be accepted and has an effect on the audience, in making it must be related to several factors. Berger said that cognitive plans provide important guidance in compiling and disseminating messages to achieve goals. Therefore, the message to be conveyed must be thoroughly processed in order to become an effective message.

c. Media or Channel

After the communicator and the message creation process, the next stage is to look at the media or channels used so that the communication can run effectively. Communication media is a tool used to send messages from message sources to message recipients.

d. Communicator

Communicants are individuals who receive messages. The success of a communication process is largely determined by the recipient of the message or communicant. Communicants are also individuals who respond to messages conveyed through the communication process. Therefore, to be able to create an effective communication process, a communicator must be able to understand the character of the communicant who will receive the message.

METHODS

In this study, researchers used a

qualitative approach where researchers wanted to look at the problem of communication strategies carried out by KPLB NGOs more broadly and deeply. Researchers want to know more about how the communication media used by KPLB can be accepted and understood so that the purpose of the message conveyed to the community can be seen. Communication strategy in coral reef conservation program is the focus of this research. The researcher wants to explain how the communication strategy carried out by KPLB can be seen from the impact on the Belitung community towards the coral reef program. From the impact of communication that occurs in the community, namely cognitive, affective and conative impacts, it is hoped that the author can get and find out which media is the most effective. Effective for communicating with the Belitung community. Starting from the communicator, namely the NGO KPLB, which is seen from their credibility and attractiveness. After that, researchers saw how they assembled the message conveyed. After the message, then what channels are used by KPLB, direct channels or using mass media. The next element of communication is communicants, namely fishermen of Keciput Tanjung Kelayang Village. Described in chart 1 regarding the research framework conducted by researchers.

The data collection techniques used by researchers are observation where researchers are directly involved with the daily activities of the people observed or used as research data sources and direct interviews with several parties such as KPLB NGO members, conservation

program actors and parties involved in the communication process in the conservation program and documentation to support the research results. Researchers see the validity of data from source triangulation so that later the validity and credibility of the data from this study can be seen.

Chart 1. Research Framework

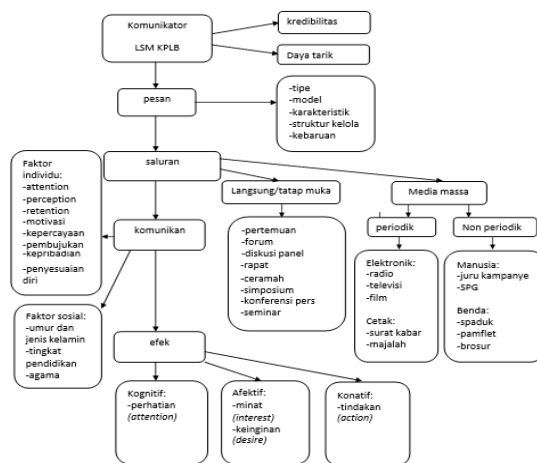


Table 1. Data Source Tringulation

Interview	Document	Observation
Discussion and provision of information through movies and pamphlets attracted people's attention.	Stages of discussion with fishermen and the formation of groups attracted the attention of the community.	Fishermen guides tour guides talked about how they are concerned about coral reef conservation.
Attitude change occurs when they get economic benefits from the program	The training on catching and handling ornamental fish as an alternative livelihood for the community has an affective effect on them.	The benefits of being a tourist fisherman or an ornamental fish fisherman are a factor in changing their attitude.
Their actions to protect, and participate in coral reef conservation activities are actions that they have taken	Fishermen were involved and an important part of the National Coral Day event on April 30, 2011.	In daily life, fishermen no longer use fish bombs and drop anchors carelessly.

Source: Researcher Processed

FINDINGS AND DISCUSSIONS

In-depth interviews are one way of collecting data in this research. Interviews were conducted to parties related to this coral reef conservation program. The first interview was conducted with the head of the KPLB NGO, Mr. Budi Setiawan (35), as the communicator or messenger in the communication process. KPLB also acts as the person in charge of this coral reef conservation program. The next interview was conducted to the fishermen. Researchers interviewed two fishermen who were included in this program. The first fisherman is Mr. Bambang (43) who is the head of the Tanjung Kelayang tourist fishermen association. The second fisherman is Mr. Salam (41) who is the head of the Keciput fishermen group.

In this study, the researcher wants to see the effectiveness of communication carried out by the KPLB NGO towards the Belitung community. In accordance with these objectives, to see the effectiveness of the communication process, the researcher will first look at the effects of the communication process. Researchers see the effects that occur in terms of attention (cognitive), interest and desire (affective), and action (conative). After these three communication effects are discussed, then the researcher can answer the effectiveness of the communication process.

1. Cognitive Effects of Coral Reef Conservation Program

Cognitive effect is an effect that is seen from within an individual. Attention, is what is seen from this cognitive effect. In this study, the attention that occurs in the fishermen is what is seen because they are the target of this program. From the observations made by researchers, the

attention of fishermen to the importance of coral reefs is clearly visible. The community's attention to the importance of coral reefs, coupled with their knowledge they also share and tell their own guests

"Regarding the conservation of coral reefs, first we protect our environment and obviously the habitat for fish to take refuge from any aspect. From the ferocity of humans who have been less environmentally friendly."

The quote from the interview with Salam shows that fishermen are already concerned with coral reef conservation. Bambang, who is also a fisherman, said,

"The community is instant, using bombs, using potash, all kinds. Now we are taught to be environmentally friendly and it is a future prospect if such ornamental fish or corals will be beautiful, the community can invite guests from outside the island of Belitung".

The attention that arises and is seen from the fishermen is the result of communication and interaction carried out by KPLB to them. Indirectly when they already know and it is a result of the communication process, it means that the primary effect has occurred. According to Nurudin (2009: 207), in simple terms, that the primary effect occurs if someone says there has been a communication process towards the object he sees. Attention and knowledge were obtained by conducting discussions with the community and also to get the background of the problem of coral reef damage in accordance with the program progress report document and KPLB program socialization. The initial stage carried out by KPLB to increase and strengthen the attention of fishermen with communicator pull data, based on the program progress report document is to

conduct discussions with fishermen and involve three consultants consisting of senior scientists who are very experienced, namely DR. Peter Rubec from the Florida Fish & Wildlife Conservation Commission, Fedrinand da Cruz, and Arsonetri from Telapak Association or Bahtera Nusantara Foundation Bali. This discussion stage is to provide knowledge to the community with the credibility of communicators who are experts in their respective fields.

The concept of discussion that involves the community and makes the community part of this program is very helpful so as to create attachment and closeness between KPLB and fishermen. According to the head of the KPLB NGO, Budi Setiawan during an interview conducted with researchers, the attention and awareness of the community not to damage coral reefs is not because they do not understand but there are other factors, namely economic factors. Therefore, in the message delivered to the community, KPLB includes the economic benefits that the community will get later. At that time Budi also explained that they also had to know the condition of the community at that time so that the message about conservation could be conveyed effectively to the community. Therefore, KPLB increased the knowledge of the community to continue to earn income but not by destroying corals. In the KPLB report document there is a sustainable fishing phase through fishing gear reform, training in the manufacture and use of alternative fishing methods. This stage provides alternative livelihoods for fishermen by finding coral ornamental fish for sale and providing environmentally friendly fishing methods.

Campaign media such as movies are also very useful to attract public attention and increase the knowledge of fishermen. The characteristics of communicants whose average level of education is low cause movie media to be very suitable to attract their attention. Greetings stated,

"By screening a movie about coral reefs yesterday. How to protect them. That's how we can understand a little bit."

The fisherman explained that through movie media, people will be more interested and the message can be conveyed through this media.

2. Affective Effects of Coral Reef Conservation Program

a. Interest

After the attention paid by the fishermen, of course, the fishermen will determine their attitude towards the coral reef conservation message they have received. Interest, which is the initial attitude of fishermen seen by researchers, is that now they are trying to protect coral reefs and their environment according to the awareness and knowledge they have.

"Before the community itself changed a little. In terms of them taking care of their own coral, especially now that tourism is promoted..."

From the interview with Salam, the community's changing interest in protecting the reef proves that affective effects occur. Affective effects are effects that occur in a person's attitudes and emotions. Interest and desire are indicators of these affective effects occurring. In this conservation program, according to KPLB chairman Budi Setiawan,

"Well, I think the group has done it, because now they are the ones talking about conservation. When we were invited to a meeting here during Coral Day. When they came we didn't ask".

When Belitung became the center of Coral Day commemoration in Indonesia on April 30, 2011, these fishermen were very enthusiastic to be part of the event. In an excerpt from Belitung's Coral Day proposal, themed "Save Coral ... Save The Island", NGOs, local fishermen groups, local government, the private sector, diving associations and the general public joined the movement to save Belitung (SOS Belitung).

Pictures 1. Logo of Coral Day Belitung



b. Desire

The existing desire of the fishermen cannot be separated from how KPLB conducts training and discussions to convince them. According to Salam in an interview with the researcher,

"There was training from KLPB itself, before the community itself changed a little bit. In terms of them protecting their own coral..."

From the interview excerpt, the desire of the community to choose to keep their reef is a very good attitude change, and certainly proves the affective effect has occurred. In line with Salam's brother, Bambang, who is also a fisherman, said

"Now we are taught to be environmentally friendly and it is a prospect that in the future, like ornamental fish or corals, it will be beautiful."

The attitude of the fishermen who accept and already think about the future, it is a choice from them for how to continue their lives. In the observations made by researchers, their desire arises when they can get economic certainty. In one day they become fishermen who drive boats and take tourists, they can get a minimum of Rp. 300,000.00. The economic encouragement factor conveyed to the community became their personal motivation. This also shows that the desire is related to individual factors determining attitudes. Their choice is also related to the recognition and encouragement from the government as said by Budi,

"The regent signed the Marine Protected Area (MPA) letter legally. The governor laid the first stone, was present at the first hatchling release, invited ministers of all kinds."

KPLB, which collaborates with the government, also encourages the confidence of fishermen to determine a positive attitude in this program.

Pictures 2. Signing of CTF Letter by Belitung Regent



Source: Researcher Documents

3. Conative Effect of Coral Reef Conservation Program

After the change in attention and attitude of the fishermen, now the researcher will

see changes in the behavior of the fishermen. Behavior change is a conative effect of a communication process. According to Cangara (2007: 166) what is meant by behavior change is a change that occurs in the form of action. Behavior change is a secondary effect that occurs after recognition of the occurrence of the communication process included in the primary effect. Therefore, to get and see the changes in behavior that occur, of course, the connection will not be separated from changes in attention and attitudes that were first done by fishermen. In the progress report of the program on May 16, 2009, 3 (three) shipments of ornamental fish with a total of 1800 fish have been carried out. All of these ornamental fish were caught by fishermen, which of course included in the stage of community awareness of the importance of coral reefs because the ecosystem that can provide economic support closest to the coral reef ecosystem is coral ornamental fish. Such messages encourage fishermen to change their behavior. This is in line with the researcher's findings in the field that in their daily lives, fishermen no longer use fish bombs to catch fish. Fishermen who choose to become tour guide fishermen are also very friendly in protecting the environment. According to Bambang, this changed behavior pattern is,

"People are instant, using bombs, potash, all kinds of things. Now we are taught to be environmentally friendly and the prospects for the future, such as ornamental fish or corals, will be beautiful."

When fishermen themselves say that there is a guarantee of livelihood

continuity, as expressed by the informant, Budi said,

"This means that there is a change in behavior. There is a trash can on the boat, they can already tell you that cigarette butts are destroyed for so many years, plastic for so many years. Then from the indirect labor such as boat drivers, divers, there are now many dive guides whose selling point is the beauty of coral, the beauty of underwater fish."

The strong closeness between the communicator and the communicant demonstrates the trust of the fishermen and explains the credibility and attractiveness of KPLB itself as a communicator. According to the researcher, this is one of the keys to behavior change.

"The psychology of communication must be strong, see what they like, go through that. So we don't create a weird phase first. The third thing is for them to make sacrifices, for them to need us, not for us to need them"

The interview quote with Budi was also reinforced by Salam as a fisherman when he said,

"For the fact that we act from our behavior, so far we have become fishermen who are coral reef farmers. Now maybe the training from KPLB is for the community to know themselves more about the environment, and also communication, which has been a problem. Yes, I myself am a member of the community, and as a member of the general public, many thanks".

The expression of gratitude and recognition that they have become coral reef farmer fishermen have explained that the closeness of them makes the purpose of this program achieved and the conative effect to get effective communication

occurs. To more clearly see the conative effects that have occurred in this coral reef conservation program, in the Coral Day Belitung event, fishermen participated in symbolic actions and joined 100 divers who planted coral reefs and made coral gardens in Belitung waters. According to Budi, the community has also been able to organize themselves, create groups, make work programs and do it in terms of protecting coral reefs and their environment.

Discussion

The need for effective communication is to support the objectives of the program. In order to get the attention of the community which is a cognitive effect, the message conveyed must be well received by the communicator. KPLB, which collaborates with other large NGOs such as Telapak and Kehati as communicators, provides a complete message. The media film they made, in which they showed the capture and delivery of coral reef ornamental fish, provided alternative livelihoods to these fishermen and attracted their attention. KPLB tries to communicate and interact with communicants because the response or effect is a very important element of communication to determine the success or failure of the communication we want. Effects help communicators to know whether their message has been conveyed or to what extent the achievement of meaning has occurred. Therefore, the communication effects that have occurred become a benchmark for KPLB to see the effectiveness of the communication they have done. KPLB who is the communicator in this program shows their credibility.

In their communication, they involve experts in the field of coral reefs so that trust and attraction to KPLB can change public interest. The trust of the community can be seen when their interest in getting involved in the Coral Day Belitung event. When people get economic benefits from the messages conveyed by KPLB, the motivation from the community also strengthens their desire to carry out the objectives of this coral reef conservation program. Changes in community behavior to take action to protect coral reefs occur because KPLB, in its communication process, combines direct communication with mass communication, because each of these models has different characteristics. Communication channels determine the effectiveness of a communication process.

In terms of communication, KPLB combines direct communication, namely training and discussion, with mass communication, namely pamphlets, flyers and movies. Direct communication is used because changes in attitudes and behavior will occur better with this communication. This is because the effect of attitude change is higher because the message flow is two-way and feedback can be received immediately. Their actions to protect coral reefs can be seen when they change their professions to become tour guide fishermen or coral reef fishermen.

The concept of training and discussion which is direct communication, in this program is also supported by mass communication. Mass communication used by KPLB, namely pamphlets, banners and films containing information about the program, is useful for disseminating information widely and providing cognitive effects or attention to

communicants. Mass communication is used to disseminate information widely, so that the message conveyed gets the attention of the community. The combination of media used by KPLB is to get effective communication. With training that provides more attitude change and is supported by mass media pamphlets and banners, which provide information, making the messages conveyed provide changes that start from knowledge, attitudes and then the actions of communicants. This is because the media works in different ways for different segments of society. Therefore, the selection of this media is also related to the character of the communicant, which in this program is the Tanjung Kelayang fishing community.

CONCLUSION

The communication strategy can be seen when all elements of the communication process have been running. Each element determines whether the communication is effective or not. In the communication process that occurs in the coral reef conservation program, research on communication strategies is related to the objectives of the program itself, namely creating sustainable management of coral reef ecosystems so that marine resources can be rehabilitated, protected, and managed so as to improve community welfare and reduce poverty on Belitung Island, especially in Keciput Village and Kepayang Island, Sijuk District, Belitung Regency.

According to this research, effective communication occurs when cognitive effects, affective effects and conative effects have been seen in the community. Cognitive effects occur when people pay

attention to KPLB as a communicator. Attitudes and actions occur when people believe in the credibility and attractiveness of KPLB to deliver this coral reef conservation message. The form of messages made with a combination of information, education and alternative livelihood, makes the interest and desire of the community convinced and interested in entering this program. The media used with direct communication channels or using mass communication that begins with the closeness between the communicator and the communicant causes the characteristics of the communicant and the media used can be a factor to change people's behavior.

Attention from the community about coral reef conservation will encourage changes in interest and desire from fishermen to enter and participate in saving coral reefs. This change in attitude is of course followed by a change in behavior from initially damaging coral reefs to now they themselves protect the environment and the place of their livelihood. Until the coastal community stage, namely the fishermen, can create a group and create a work program on how they protect their coral reefs and the sea as a place for them to survive.

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