

**IMPLEMENTASI KOMUNIKASI EFEKTIF HUMAS DPRD
KAB. OGAN ILIR DALAM Mendukung PEMBANGUNAN
DAERAH**



SKRIPSI

Disusun oleh:

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

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Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar Sarjana
(Strata-1) Pada Program Studi Ilmu Komunikasi
Fakultas Ilmu Komunikasi Universitas Sumatera Selatan

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2026**

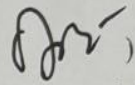
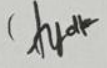
LEMBAR PENGESAHAN

Skripsi dengan judul "Implementasi Komunikasi Efektif Humas DPRD Kab. Ogan Ilir dalam Mendukung Pembangunan Daerah" telah dipertahankan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan Pada

Hari : Kamis
Tanggal : 09 Juli 2026
Pukul : 13.00-14.00
Tempat : Ruang Ujian Skripsi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan

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Palembang, Juli 2026

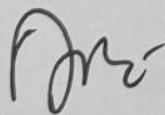
Mengetahui,

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IMPLEMENTASI KOMUNIKASI EFEKTIF HUMAS DPRD KABUPATEN OGAN ILIR DALAM MENDUKUNG PEMBANGUNAN DAERAH

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ABSTRACT

This study aims to describe the implementation of effective communication by the Public Relations Office of the Regional House of Representatives (DPRD) of Ogan Ilir Regency in supporting regional development. Effective communication is essential for delivering public information, strengthening public trust, and encouraging community participation in development programs. This research employed a descriptive qualitative approach. Data were collected through observation, interviews, and documentation, while data analysis was conducted using data reduction, data presentation, and conclusion drawing. The validity of the data was ensured through triangulation techniques. The results show that the Public Relations Office has implemented effective communication through both internal and external communication. Internal communication is carried out through meetings, coordination, and discussions among staff, while external communication is conducted by disseminating information to the public, the media, and other stakeholders using direct and digital communication channels. The effectiveness of communication is reflected in the clarity of information, transparency, responsiveness, and the ability to provide quality public information services. These communication practices contribute to enhancing public trust, improving the institution's image, and supporting regional development in Ogan Ilir Regency.

Keywords: effective communication, public relations, DPRD, regional development.