

ABSTRACT

COMMUNICATION STYLE OF PUBLIC OFFICERS ON INSTAGRAM (Qualitative Content Analysis of Ganjar Pranowo's Communication Style in Vaccination Socialization Videos in Central Java on Instagram Account @ganjar_pranowo)

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One of the government's policies to overcome the spread of Covid-19 is to carry out Covid-19 vaccinations through Presidential Decree No. 1.99 of 2020 concerning Vaccine Procurement and Vaccination Implementation in the Context of Combating the Covid-19 Pandemic. One of the public officials who conducted the socialization through the video was Ganjar Pranowo as the Governor of Central Java. In the Instagram account @ganjar_pranowo conveyed information and appeals to the public about the implementation of the Covid-19 vaccination in Central Java Province. This study aims to determine the Communication Style of Public Officials on Instagram @ganjar_pranowo during the period January 1, 2021 to January 31, 2022. This study uses the post positivism paradigm with qualitative content analysis methods. The main concepts used in conducting the analysis are the six communication styles of Sasa Djuarsa Sendjaja, namely The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style. In conducting research analysis seen from verbal and non-verbal communication. The results of this study indicate if it is true that Ganjar Pranowo uses several communication styles when conducting video socialization. The forms of communication displayed by Ganjar Pranowo outline five communication styles, namely The Equalitarian Style, The Controlling Style, and The Controlling Style. The Relinquishing Style, The Dynamic Style, and The Structuring Style. While the most widely used form of communication is The Equalitarian Style The forms of communication displayed by Ganjar Pranowo outline five communication styles, namely The Equalitarian Style, The Controlling Style, The Relinquishing Style, The Dynamic Style, and The Structuring Style. While the most widely used form of communication is The Equalitarian Style The forms of communication displayed by Ganjar Pranowo outline five communication styles, namely The Equalitarian Style, The Controlling Style, The Relinquishing Style, The Dynamic Style, and The Structuring Style. While the most widely used form of communication is The Equalitarian Style

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