ABSTRAK

MANAJEMEN KOMUNIKASI DALAM PROSES ADAPTASI ADITV DARI PT ARAH DUNIA TELEVISI KE UNIVERSITAS AMIKOM YOGYAKARTA

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Penelitian membahas manajemen komunikasi dalam proses adaptasi ADiTV pasca akuisisi dari PT Arah Dunia Televisi ke Universitas Amikom Yogyakarta. Perubahan kepemilikan memengaruhi struktur organisasi, arah kebijakan media, budaya kerja, serta identitas siaran ADiTV. Penelitian bertujuan mengidentifikasi dan menganalisis manajemen komunikasi dalam proses adaptasi pasca akuisisi serta menemukan model manajemen komunikasi diterapkan ADiTV. Metode penelitian menggunakan pendekatan kualitatif studi kasus dengan teknik wawancara, observasi dan dokumentasi. Analisis penelitian menggunakan teori perubahan organisasi dari Miller (2011), teori komunikasi organisasi dari Littlejohn dan Foss (2010), serta teori manajemen media dari Albarran (2005). Hasil penelitian menunjukkan adaptasi ADiTV berlangsung melalui perubahan terencana dan tidak terencana seperti restrukturisasi manajemen, perubahan visi dan misi, hambatan komunikasi internal, keterbatasan sumber daya manusia dan dominasi program *rerun.* Strategi komunikasi cenderung menggunakan pendekatan *underscore and explore* membuka ruang partisipasi karyawan dalam proses perubahan organisasi. Penelitan menemukan keberhasilan adaptasi dikarenakan adanya perubahan lingkungan khususnya komunikasi manajemen, integrasi antar divisi serta kemampuan organisasi membangun pemahaman bersama terhadap visi baru perusahaan. Penelitian diharapkan memberikan kontribusi akademik khususnya komunikasi organisasi dan manajemen media, serta menjadi referensi praktis bagi televisi lokal menghadapi perubahan organisasi di era konvergensi media digital.

Kata Kunci : Manajemen Komunikasi, Adaptasi Organisasi, Akuisisi Media, Televisi Lokal, ADiTV.

ABSTRACT

The study discusses communication management in ADiTV's post-acquisition adaptation process from PT Arah Dunia Televisi to Amikom University Yogyakarta. The change in ownership affected the organizational structure, media policy direction, work culture, and ADiTV's broadcast identity. The study aims to analyze and analyze communication management in the post-acquisition adaptation process and to find the communication management model implemented by ADiTV. The research method uses a qualitative case study approach with interview, observation, and documentation techniques. The research analysis uses Miller's (2011) organizational change theory, Littlejohn and Foss' (2010) organizational communication theory, and Albarran's (2005) media management theory. The results show that ADiTV's adaptation took place through planned and unplanned changes such as management reconstruction, changes in vision and mission, internal communication barriers, limited human resources, and the re-implementation of dominance programs. The communication strategy tends to use the underscore and explore approaches, opening up space for employee participation in the organizational change process. The study found that successful adaptation influences environmental changes, especially management communication, integration between divisions, and the organization's ability to build a shared understanding of the company's new vision. This research is expected to contribute to academic research, particularly in the areas of organizational communication and media management, and serve as a practical reference for local television stations navigating organizational change in the era of digital media convergence.

Keywords: *Communication Management, Organizational Adaptation, Media Acquisition, Local Television, ADiTV.*