

# **Studi Deskriptif Kualitatif Manajemen Komunikasi pada Lembaga Kursus Musik The Sound of Music School di Yogyakarta Tahun 2025**

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## **ABSTRAK**

The Sound of Music School merupakan lembaga kursus musik di Yogyakarta yang membutuhkan komunikasi efektif untuk mendukung penyampaian layanan, informasi akademik, dan penyelenggaraan event. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan manajemen komunikasi di lembaga tersebut melalui teori POCC (Planning, Organizing, Coordinating, Controlling) dari Zainal Abidin. Penelitian menggunakan metode deskriptif kualitatif melalui wawancara, observasi, dan dokumentasi dengan informan Supervisor, Admin & Front Office, serta orang tua siswa. Hasil penelitian menunjukkan bahwa lembaga telah melaksanakan perencanaan komunikasi melalui penyusunan pesan layanan dan promosi; pengorganisasian komunikasi melalui pembagian peran dan alur komunikasi vertikal serta horizontal; koordinasi dilakukan melalui briefing mingguan dan grup WhatsApp; serta pengawasan dilakukan melalui evaluasi berkala, supervisi, dan penerapan SOP dalam penyelesaian miskomunikasi. Secara keseluruhan manajemen komunikasi di The Sound of Music School berjalan cukup efektif dalam menjaga kelancaran proses layanan pendidikan dan event.

**Kata Kunci:** Manajemen Komunikasi, POCC, Lembaga Kursus Musik

**Descriptive Qualitative Study of Communication Management at The Sound of Music  
School Yogyakarta in 2025**

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**ABSTRACT**

The Sound of Music School is a music course institution in Yogyakarta that requires effective communication to support service delivery, academic information, and event organization. This study aims to identify how communication management is implemented in the institution using the POCC (Planning, Organizing, Coordinating, Controlling) theory by Zainal Abidin. A descriptive qualitative method was applied with interviews, observations, and documentation as data collection techniques, involving the Supervisor, Admin & Front Office, and student parents as informants. The results show that the institution has carried out communication planning through message structuring related to service and promotional activities; communication organizing through role division and vertical-horizontal communication flows; coordination using weekly briefings and WhatsApp group communication; and controlling through regular evaluation, supervision, and Standard Operating Procedures in handling miscommunication. Overall, The Sound of Music School has implemented communication management effectively to support educational services and event execution.

**Keywords:** Communication Management, POCC, Music Course Institution