Open Access
AL-MANAR: Jurnal Komunikasi dan Pendidikan Islam
Vol. 15, No. 1, June 2026
https://journal.staimsyk.ac.id/index.php/almanar/index

Communication Strategy of the Oki Regency Cooperatives, SMEs, and Industry Service in Supporting the Success of SMEs at Sriwijaya Expo 2025

Novi Riyanti [1], Yenrizal [2], Badaruddin Azarkasyi [3]
[1] *UIN Raden Fatah Palembang, Indonesia*
[2]*UIN Raden Fatah Palembang, Indonesia*
[3]*UIN Raden Fatah Palembang, Indonesia*

Email noviriyaa02i@gmail.com

ARTICLE INFO
Article history:
Received
March 28, 2026
Revised
April 19, 2026
Accepted
May 11, 2026

Abstract

Sriwijaya Expo is an annual exhibition event in South Sumatra Province which is a means of introducing superior products from each region, this event is not only an exhibition, but also a communication space, The success of MSMEs is not only determined by the production and sales aspects, but also how they are perceived by the public. The research method used is a qualitative method with a descriptive approach. The informants of this study were the Head of the Service, the head of the SME section, service staff, business actors, and the Sriwijaya Expo committee. Data collection techniques were carried out through in-depth interviews, observation, and documentation, the theory used was the communication strategy theory from Onong Uchana Effendy. The results of the study show that the communication strategy implemented includes the flow of determining communicators, determining communication targets, compiling communication messages, selecting media or channels, and assessing the effects (communication evaluation) which are carried out continuously. The communication built is in the form of organizational communication that takes place in a structured and coordinated manner, then through two-way communication both directly, through media such as WhatsApp and social media, coaching. The last communication that is built is cooperative communication, the agency plays a role in providing direction and policies, the committee is responsible for implementation, while MSME actors adapt to the direction given to improve product quality readiness, event administration, and build relationships with stakeholders. The success of the communication strategy of the OKI Regency Cooperative, SME, and Industry Agency in supporting MSMEs at the 2025 Sriwijaya Expo is reflected in the improvement of OKI Regency's achievements in the Sriwijaya Expo, namely winning 3rd place in 2022 and 2023, 2nd place in 2024, and 1st place in 2025. This shows that the communication strategy implemented is effective in increasing the participation and competitiveness of MSMEs. Thus, the communication strategy of the OKI Regency Cooperative, SME, and Industry Agency has proven to play an important role in supporting the success of MSMEs at the 2025 Sriwijaya Expo.

Keywords: *Communication Strategy, MSMEs (Micro, Small, and Medium Enterprises), Success, Sriwijaya Expo*

Published by STAI Masjid Syuhada Yogyakarta
Website https://journal.staimsyk.ac.id/index.php/almanar/index
ISSN 2615-8879
Copyright This is an open access article under the CC BY SA license
https://journal.staimsyk.ac.id/index.php/almanar/index
@ 2026 by the author (s)

INTRODUCTION

The success of Micro, Small, and Medium Enterprises (MSMEs) is determined not only by production and sales, but also by how they are perceived by the public. In the context of regional development, MSME success is closely linked to the development of a positive image, public trust, and positive relationships between the local government, MSMEs, and the community. Therefore, MSME success should be understood not solely as economic achievements, but as the result of a strategically managed communication process by the local government (Prastowo, 2020).

The participation of MSMEs in Ogan Komering Ilir Regency in the Sriwijaya Expo 2025 is one of the local government's efforts to support MSMEs and the region in the public eye. The exhibition serves not only as a platform for product displays but also as a public communication platform that brings together the government, MSMEs, and the community. Through this exhibition, the local government seeks to demonstrate its commitment and concern for MSME development as part of its social responsibility and public service (Sumarto, 2016).

The goal of Ogan Komering Ilir Regency's MSME participation in the 2025 Sriwijaya Expo is not limited to increasing public interest in the MSME products sold, but also to fostering positive perceptions and public trust in the quality of regional MSMEs. The expected benefits of this activity include increased public awareness of local MSMEs, the development of a regional image that supports a people-oriented economy, and the establishment of harmonious relationships between the local government, MSMEs, and the community. Thus, the exhibition serves as a public relations tool for the government to build long-term relationships with the public.

The results of Ogan Komering Ilir Regency's MSME participation in the 2025 Sriwijaya Expo demonstrate a positive response from the public and stakeholders. The interactions between business owners and visitors reflect the public's interest in and trust in Ogan Komering Ilir Regency's MSMEs. This achievement demonstrates the effectiveness of the communication process established by the agency. This success reflects not only product acceptance but also the message conveyed. Communication was conducted through direct interaction at the exhibition booth, providing educational information about the product's origins and advantages. Media such as brochures were used at the booth to strengthen mutual understanding between the government and the wider public, fostering positive relationships (Aras, 2014).

The success of the Ogan Komering Ilir Cooperatives, SMEs, and Industry Office in winning the Best Dekranasda Stand award demonstrates that this agency not only boasts superior products but also has an effective communication strategy. This success was evident in the event's attendance of approximately 25,000 people. This figure demonstrates the high level of public interest in the exhibition of MSME products, culture, and innovations presented at the Expo. Over the five days of the Sriwijaya Expo, transactions in the exhibition area reached approximately IDR 2.92 billion. These transactions were recorded from more than 1,871 transactions recorded by the Sriwijaya Expo exhibition booths (Pahlevi, 2025).

Over one hundred participating MSMEs (Micro, Small, and Medium Enterprises) showcased a variety of superior products, including crafts, textiles, and regional culinary specialties. However, not all regions were able to highlight their identity and uniqueness. For example, bolu cupu, a legendary cake from Kayu Agung, made with three main ingredients: eggs, sugar, and flour without preservatives. Its dry texture and small size resemble a cupu (a traditional betel nut container). It is served as a traditional souvenir only found in the Ogan Komering Ilir region; camon chips or crackers made from river fish; and purun crafts, found only in the Pedamaran area of OKI.

Given these conditions, it is understandable that developing a communication strategy for Sriwijaya Expo 2025 is no easy process. The large number of products,

MSMEs, and supporting parties involved requires thorough communication planning to ensure consistent messaging and focus on the agency's primary objectives. Therefore, the agency needs to design structured communication content, starting from determining the narrative of the flagship product, standardizing the booth visuals, and developing messages that emphasize the identity of Ogan Komering Ilir Regency. This content is then implemented in real-world settings through product storytelling and how agencies and MSMEs interact with the committee, stakeholders, and event attendees (Rustandi, 2025).

In addition to content packaging, communication strategies are also realized through the selection of appropriate media. Communication channels are not limited to direct interactions within the exhibition area but are also expanded through the use of digital and mass media. Publication of MSME activities, exhibition documentation, and media coverage serve as means to broaden the reach of official communication messages to a wider public. This media selection aims to ensure that messages about MSME potential and regional identity are received not only by Expo visitors but also by communities outside the event location (Rustandi, 2025).

Thus, the communication strategy for Sriwijaya Expo 2025 can be understood as a process involving continuous planning, implementation, and evaluation. This practice demonstrates that communication is positioned as a strategic instrument in government Public Relations practices, functioning to manage relationships, build mutual understanding, and ensure that all exhibition activities remain aligned with the regional government's goals of supporting MSMEs and building a positive public image of Ogan Komering Ilir Regency (Eller, 2016).

By understanding the communication strategy implemented by the Ogan Komering Ilir Cooperatives, SMEs and Industry Service, this research can answer how message planning, communication media, and relations with internal and external publics are managed to achieve success.

METHOD

This study employed qualitative research methods. Qualitative research aims to gain a deep understanding of the phenomena under study, rather than simply measuring variables numerically as in quantitative research. A qualitative approach produces data in the form of words, images, and structured narratives (Subasman et al., 2025).

In the context of this study, a qualitative research method was chosen because it allows for a deeper exploration of the Communication Strategy of the OKI Regency Cooperatives, SMEs, and Industry Office in Supporting the Success of the Sriwijaya Expo. Data collection was conducted several months after the Expo through in-depth interviews with the head of the office, the head of the SMEs section, SMEs, the Sriwijaya Expo committee and crew, and visitors or members of the public involved in the event.

RESULT AND DISCUSSION

Communication Strategy of the Cooperatives, SMEs, and Industry Service of OKI Regency in Supporting the Success of MSMEs at Sriwijaya Expo 2025

Determination of Communitors

This dimension is crucial because it plays a direct role in building trust among audiences, particularly MSMEs. Trust does not emerge instantly but is built through several methods implemented by the agency. One way to build trust is by ensuring that information related to activities, such as the Sriwijaya Expo, is delivered directly by legitimate and authoritative parties, such as the agency head or the public relations department. This provides MSMEs with confidence that the information truly comes from a legitimate source and is not of unknown origin.

Furthermore, the use of official communication channels, such as agency social media, circulars, and formal announcements, is also a strategy for strengthening legitimacy. Through this approach, MSMEs can see that the programs offered have a clear institutional basis, thus reducing hesitation about participating. Trust is also built through the clarity of information provided, such as registration procedures, activity benefits, and transparency regarding event implementation. When information is delivered clearly and by authorized parties, MSMEs tend to feel more secure and confident in participating.

This subsequently resulted in increased MSME involvement in the Sriwijaya Expo. MSMEs not only received information but also demonstrated a positive response by registering, following directions, and actively participating in the activities. Thus, institutional legitimacy and authority serve not only as a formal basis but also as a strategy for building trust that encourages participation.

In addition to institutional legitimacy and authority, the selection of communicators within an agency is also inseparable from the dimensions of supporting team formation. According to Effendy's framework, in practice, official communications are not solely carried out by a specific individual but involve a structured team with a clear division of roles. This team generally consists of public relations personnel, media managers, and relevant officials who play a role in conveying information to the public. The formation of a communications team is crucial in the information dissemination process, particularly in an event like the Sriwijaya Expo, which requires good coordination to ensure consistent messaging and avoid discrepancies. Each team member has their own responsibilities, from message development and information verification to delivery to the audience.

This process demonstrates that the OKI Regency Cooperatives, SMEs, and Industry Office strives to maintain the quality of information delivery through the implementation of a structured and systematic communication strategy. This strategy is evident in the stages of message planning (material preparation), information control (re-checking), and public delivery. Through this strategy, the office ensures that information conveyed to MSMEs is not only received but also understood and trusted, thereby encouraging their involvement in the Sriwijaya Expo 2025.

Communicators who are able to attract MSME involvement typically possess communicative, open, and flexible characteristics when conveying information. They are able to adapt their communication style to the diverse characteristics of MSMEs, use simple language, and avoid overly technical terms. Furthermore, communicators also demonstrate a responsive and friendly attitude, so that MSMEs feel comfortable asking questions and engaging in discussions. In terms of experience, the communicators selected are individuals accustomed to interacting with the public or business actors, such as public relations officers or officials and staff from the SME division who are frequently involved in MSME development activities. This experience allows communicators to better understand the needs, concerns, and mindsets of MSMEs, enabling them to convey messages that are relevant and tailored to their circumstances.

Communicators who are able to build good relationships with their audiences will create a sense of comfort and openness, resulting in MSMEs being more active in seeking information, asking questions, and ultimately participating in activities like the Sriwijaya Expo. Therefore, it can be concluded that selecting the right communicator, both in terms of characteristics and experience, is a crucial part of the agency's communication strategy. A communication strategy supported by competent and experienced communicators will be more effective in conveying messages, building trust, and encouraging active MSME involvement, which ultimately determines the success of the program.

Communication Target Setting

Therefore, based on the research results, this strategy not only aims to select participants but also serves as an effort to expand development and improve the quality of MSMEs in OKI Regency as a whole. Establishing communication targets serves not only as a selection process but also as an empowerment strategy. The agency actively uses communication to reach a wider audience of MSMEs and increase their capacity through development.

In relation to the success of MSMEs at the Sriwijaya Expo, this strategy contributes to ensuring that the MSMEs exhibited are of competitive quality. With the development process prior to participation, MSMEs are not merely present but are able to compete and attract the attention of visitors and the jury. Theoretically, this aligns with Onong Uchjana Effendy's concept of communication strategy, which emphasizes the importance of setting appropriate targets for optimal communication impact (Anggraini 2025).

Communication Message Planning

Based on the research results, message planning is carried out by highlighting the advantages and positive impacts for business actors who will participate in the event, so as to attract interest and build a positive attitude from MSME actors, which will ultimately influence the decision of business actors to actively participate in the activity. After business actors are willing to be involved, the next step is to provide guidance to the heads of business actors, both fostered and non-fostered MSMEs who are involved. This is supported by a statement from the head of the SME section of the OKI Regency Cooperatives, SMEs, and Industry Office that the Office also provides direction and training on how the communication process is packaged so that visitors are interested in asking, seeing, then deciding to buy the product, in addition to the product, the communication strategy process plays an important role so that visitors can decide to purchase, expo visitors come to see the event and bring money, but the decision to buy arises because it is triggered by communication, communicators must be able to convey messages that change attitudes, so business actors must be able to explain the uniqueness of the product; such as bolu cupu, a traditional food typical of Kayu Agung which can only be found in the OKI region, cannot be found in other regions, this communication narrative is ultimately able to attract purchasing decisions, and the final result is successful communication and supports the success of MSMEs at the Sriwijaya Expo.

Selection of Communication Media

These findings are supported by the researchers' observations, which indicate intensive communication activities within WhatsApp groups, such as the dissemination of technical information, activity reminders, and discussions between agencies and MSMEs. Furthermore, documentation of these activities reveals social media posts showcasing MSME products, exhibition stands, and activities during the Sriwijaya Expo.

Linked to the success of MSMEs at the Sriwijaya Expo, the use of WhatsApp and direct coaching played a crucial role in enhancing MSME readiness, both in terms of products, packaging, and technical understanding of implementation. This readiness is a key factor in supporting MSME performance during the Expo. Furthermore, the use of social media contributes to increasing the visibility and attractiveness of MSME products, thus enabling them to reach more visitors and increase potential transactions during the event. This aligns with the concept of communication strategy, which emphasizes that media selection must be tailored to communication objectives and audience characteristics. The use of a combination of media in this study demonstrates the existence of an integrated and effective communication strategy in supporting the success of MSMEs at the Sriwijaya Expo 2025 (Effendy 2020).

Communication evaluation

Previous research has shown that evaluation focuses on the message and information delivery aspects as the core of communication strategy. In relation to

communication strategy theory, evaluation is a crucial part of measuring communication effects, namely the extent to which the message conveyed generates understanding, changes in attitudes, and actions from the recipient. Furthermore, evaluation is also closely related to the feedback element in the communication process. Through feedback obtained from MSMEs, the agency can identify communication deficiencies, such as unclear messages or ineffective media. This feedback is then used to adjust the communication strategy, including the message, methods, and media used. (Varisha 2023)

Thus, the communication evaluation conducted by the agency reflects a dynamic and ongoing communication process. Evaluation is not merely a formality but is truly utilized as a tool to improve the quality of communication. This serves as a crucial foundation for developing more effective communication strategies for future activities, thereby increasing the readiness, participation, and success of MSMEs in participating in events such as the Sriwijaya Expo 2025.

Communication Established with MSMEs and the Committee Team to Support the Success of MSMEs at Sriwijaya Expo 2025

The research findings demonstrate that organizational communication plays a crucial role in communication strategy. It is not solely top-down but also involves horizontal and bottom-up communication, creating a more dynamic and responsive communication system. Therefore, it can be concluded that the organizational communication aspect of the Sriwijaya Expo activities has been implemented effectively. Structured, ongoing communication, and the active involvement of various parties have fostered good coordination, minimized misunderstandings, and supported the smooth implementation of the activities.

The research concluded that the two-way communication established between government agencies, MSMEs, and the organizing committee was effective and a crucial factor in the success of the Sriwijaya Expo. Interactive, open, and responsive communication not only increases understanding but also strengthens relationships and trust between parties, ultimately contributing to the success of MSMEs at Sriwijaya Expo 2025.

These findings demonstrate that the communication established has fostered mutually supportive relationships. From a Public Relations perspective, this condition reflects the formation of relationship building, where communication not only functions as a means of conveying messages, but also as a means of building harmonious cooperative relationships. This is in line with the theory I use from Onong Uchjana Effendy that effective communication will produce affective effects in the form of positive attitudes and mutual trust. In this context, the established cooperation is a manifestation of successful communication in building relationships between parties, which then contributes to the smooth running of activities, the formation of a positive image for the Ogan Komering Ilir Office and region, and supports the success of MSMEs at the Sriwijaya Expo 2025.

DISCUSSION

The findings of this study demonstrate that communication strategy plays a significant role in supporting the success of MSMEs participating in the Sriwijaya Expo 2025. Referring to the communication strategy theory proposed by Onong Uchjana Effendy, communication effectiveness is determined by several important dimensions, including communicator determination, communication target setting, message planning, media selection, evaluation, and the establishment of organizational communication. The results of this research indicate that these dimensions were implemented systematically by the OKI Regency Cooperatives, SMEs, and Industry Office in order to increase MSME participation and readiness for the Sriwijaya Expo.

The determination of communicators became one of the most crucial aspects in building trust among MSMEs. The study found that communicators who delivered information regarding the Sriwijaya Expo were individuals with institutional legitimacy, such as the agency head, public relations officers, and staff directly involved in MSME development. This finding supports Effendy's view that communicator credibility strongly influences audience acceptance of messages. Credible communicators are considered more trustworthy, particularly when supported by official communication channels such as agency social media, formal announcements, and circular letters. Trust was further strengthened through clear and transparent information regarding registration procedures, event benefits, and implementation mechanisms. Consequently, MSMEs became more confident and willing to participate actively in the Sriwijaya Expo activities.

In addition, the formation of a structured communication team also contributed significantly to communication effectiveness. Communication was not conducted individually but through coordinated teamwork involving public relations personnel, media managers, and related officials. This condition reflects the importance of organizational communication in maintaining consistency of messages and minimizing misinformation. Through clear role distribution, the agency was able to ensure that information dissemination occurred systematically, beginning from message preparation, verification, and finally delivery to MSMEs. This finding confirms that effective communication strategies require not only competent communicators but also organizational support systems that facilitate coordinated communication processes.

The findings also reveal that the communicators selected possessed characteristics that supported communication effectiveness, such as openness, responsiveness, flexibility, and the ability to adapt language to MSME conditions. Communicators used simple and understandable language, avoiding technical terminology that might confuse business actors. This supports the concept that successful communication occurs when messages are adjusted to audience characteristics. Moreover, communicators who had prior experience interacting with MSMEs were better able to understand the needs and concerns of business actors. As a result, MSMEs felt more comfortable asking questions, engaging in discussions, and ultimately participating in the Expo activities.

Communication target setting was also identified as an important strategy in supporting MSME success. The agency did not merely focus on selecting MSMEs as participants but also emphasized empowerment and development processes. This demonstrates that communication targets were designed strategically to improve MSME quality and competitiveness. Through continuous guidance and development, MSMEs were prepared not only to participate in the Expo but also to compete effectively and attract visitors' attention. This finding aligns with Effendy's theory that communication objectives must be clearly determined to generate optimal communication effects. In this context, communication was directed not only toward information dissemination but also toward behavioral and capacity improvement among MSMEs.

Furthermore, communication message planning played an essential role in influencing MSME participation. The research findings show that the messages delivered emphasized the benefits and opportunities that MSMEs could gain from joining the Sriwijaya Expo. Such persuasive communication strategies succeeded in building positive perceptions and encouraging participation. The guidance provided by the agency also emphasized the importance of communication skills among MSME actors themselves. MSMEs were trained to communicate product uniqueness and advantages effectively to

visitors. For example, traditional products such as bolu cupu were introduced not only as food products but also as unique cultural identities of the OKI region. This communication approach successfully influenced visitors' purchasing decisions, indicating that communication messages can directly affect consumer attitudes and actions. Thus, communication strategy was not only implemented by the agency but also transferred to MSME actors as part of their business development.

The selection of communication media also contributed significantly to the effectiveness of communication strategies. The findings indicate that the agency utilized a combination of communication media, including WhatsApp groups, direct coaching, and social media platforms. WhatsApp groups functioned as an effective medium for sharing technical information, reminders, and discussions between agencies and MSMEs. Meanwhile, social media was used to promote MSME products and activities during the Sriwijaya Expo. This integrated media usage reflects Effendy's concept that media selection should consider communication objectives and audience characteristics. The combination of interpersonal communication and digital communication enabled information to be delivered more effectively and efficiently. Moreover, social media usage enhanced product visibility and broadened promotional reach, which potentially increased visitor interest and transaction opportunities during the Expo.

Communication evaluation emerged as another essential component in ensuring communication effectiveness. The study found that evaluation focused on assessing message delivery, audience understanding, and feedback from MSMEs. Feedback mechanisms allowed the agency to identify communication weaknesses, such as unclear information or ineffective media usage, and subsequently improve communication strategies. This finding supports communication theory which states that feedback is a crucial element in evaluating communication effectiveness. Evaluation in this study was not treated merely as a formal procedure but as a continuous improvement process that enabled the agency to refine future communication strategies and increase MSME readiness and participation.

Finally, the communication established between the agency, MSMEs, and the organizing committee demonstrated the importance of organizational communication in supporting program success. Communication patterns were not limited to top-down interactions but also involved horizontal and bottom-up communication. This created a more dynamic and responsive communication environment in which all parties could actively contribute ideas, feedback, and coordination. Two-way communication strengthened relationships, trust, and cooperation among stakeholders, which ultimately contributed to the successful implementation of the Sriwijaya Expo 2025.

CONCLUSION

The communication strategy implemented by the OKI Regency Cooperatives, SMEs, and Industry Office has been systematic, adhering to Onong Uchjana Effendy's communication strategy elements, which include determining the communicator, message, media, recipient, and communication effects or evaluation. The office plays an active role as the primary communicator in conveying information and coordinating MSMEs. The messages delivered are informative and persuasive, with the goal of increasing MSME participation and readiness for participating in the Sriwijaya Expo. The communication media used include direct (face-to-face) communication as well as digital media such as WhatsApp and social media, ensuring effective and efficient information dissemination.

The communication established between the office, MSMEs, and the organizing committee is coordinative and collaborative, characterized by two-way communication, regular meetings, and ongoing mentoring. This fosters a solid working relationship that is responsive to needs on the ground.

The success of the communication strategy is also reflected in the achievements of OKI Regency in the Sriwijaya Expo, which has shown significant improvement each year. It won third place in 2022 and 2023, then second place in 2024, and culminated in first place in 2025. This achievement demonstrates that the implemented communication strategy plays a crucial role in improving the quality of participation and competitiveness of OKI Regency's MSMEs. Thus, the communication strategy implemented by the OKI Regency Cooperatives, SMEs, and Industry Office has proven effective in supporting the success of MSMEs, both in terms of readiness, participation, and achievement in the 2025 Sriwijaya Expo.

REFERENCE

Anif Fadillah, Irvan, Muhammad Taufiq Ismail, E. N. (2026). Development And Changes Of Curriculum In Indonesia. *Jurnal Al-Manar*, *15*(1), 1–12.

Ari, M.Y. (2020). Pengaruh Konsep Diri dan Keterlibatan Kerja terhadap Kinerja Karyawan PT Smailing Tour. *Jurnal Manajemen, Universitas Bali*. https://ejournal.undiksha.ac.id/index.php/JMI/article/view/38445

Bandura, A. (1977). *Social learning theory*. Englewood Cliffs, NJ: Prentice-Hall.

Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice-Hall.

Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). Thousand Oaks, CA: SAGE Publications.

Desmita, D., Suyatna, A., & Nasution, R. (2017). *Psikologi Perkembangan Peserta Didik*. Bandung: Remaja Rosdakarya.

Rahayu, L., Arindawati, W. A., & Nayiroh, L. (2023). Strategi Komunikasi Suku Dinas Perindustrian, Perdagangan, Koperasi Dan Ukm Dalam Mengembangkan Umkm Di Wilayah Kota Jakarta Selatan. *Jurnal Heritage*, *11*(2), 170–184.

Relations, G. P., To, I. T., & Trust, B. P. (2023). *MEMBANGUN KEPERCAYAAN PUBLIK*. *7*(2), 155–168.

Ri'fat, A., & Apriani, F. (2024). *Strategi Komunikasi Disperindagkop Ukm Provinsi Kalimantan Timur Kepada Pelaku Umkm Dalam Pelaksanaan Pembayaran Digital*.

Rogers, C. R. (2004). *A Theory of Therapy, Personality and Interpersonal Relationships*. New York: McGraw-Hill.

Rogers, C. R. (2004). On Becoming a Person: A Therapist's View of Psychotherapy. Britania Raya: Constabel.

Rosadi, M.R. (2022). Pengaruh Konsep Diri terhadap Komunikasi Interpersonal. *Jurnal Komunikasi* Universitas. https://journal.upy.ac.id/index.php/pkn/article/download/2524/pdf/6158

Rustandi, R. S. (2025). *DIGITAL PELAKU UMKM DAYA TARIK KONSUMEN DI ERA MEDIA SOSIAL*. *3*, 112–121.

Sampthirao, P. (2016). Self-concept and Interpersonal Communication. *The International Journal of Indian Psychology,* 3(2), 116–122. https://oaji.net/articles/2016/1170-1463651532.pdf

Silvia, R. (2024). Komunikasi Interpersonal, Konsep Diri Dan Stres Kerja Terhadap Kinerja Karyawan. *Jurnal E-Bis*, 8(1), 60-74. https://archive.umsida.ac.id/index.php/archive/preprint/view/4028/28538

Sinha, E. (2023). Individual Self-Concept and After-Hours Work Behavior. *Scientific Reports, 2023*. https://www.sciencedirect.com/science/article/pii/S2590291123000566

Sitepu, N. (1994). *Analisis Jalur (Path Analysis)*. FMIPA Universitas Padjajaran. Bandung.

Subasman, I., CS, A., Suhara, A., Thamrin, N. S., Mayasari, N., Sastraatmadja, A. H. M., Saman, S., Maqfirah, P. A. L. V., Usman, U., Umar, H. B., & Dkk. (2025). *Metode dan Teknik Penelitian Kuantitatif, Kualitatif, dan Pengembangan Untuk Mahasiswa*. Penerbit Widina. https://books.google.co.id/books?id=saVDEQAAQBAJ

Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Suhendro, et all (2022). Pengaruh Komunikasi Efektif Terhadap Kinerja Karyawan CV Centrum Tekhnik Diesel Jakarta. *Gandiwa Jurnal Komunikasi*

Sumarni (2021). Hubungan Konsep Diri dengan Kinerja Perawat di RSUD Bantul. https://ejournal.almaata.ac.id/index.php/IJHAA/article/view/2040

Sumarto, R. H. (2016). Komunikasi Dalam Kegiatan Public Relations. *Informasi*, *46*(1), 63–72.

Ubaidillah, M.S. (2025). Analisis Komunikasi Interpersonal Antar Pegawai pada Bidang Kepegawaian DPU Bina Marga Provinsi Jawa Timur. https://jicnusantara.com/index.php/jiic/article/view/3406.

Wahidah, R., & Salam, N. E. (2018). *Strategi Komunikasi Dinas Perindustrian, Perdagangan, Koperasi dan UKM Dalam Melakukan Pembinaan Usaha Mikro Kecil Menengah (UMKM) di Kabupaten Kepulauan Meranti*. Riau University

Wulandari, T. A. (2014). Hubungan Antara Konsep Diri Dengan Keefektivan Komunikasi Antarpribadi: Studi pada Anggota AIESEC Local Committee (LC) Bandung. *Jurnal Kajian Komunikasi*, 2(2), 200-206. https://jurnal.unpad.ac.id/jkk/article/view/7386

www.pom.go.id (Website Badan Pengawas Obat dan Makanan RI). Diakses pada 7 November 2025.

Zacharias, T., & Laurens, S. (2024). Kinerja Pegawai: Interaksi Konsep Diri dan Lokus Kendali. *Syntax Idea*, 6(8), 3437-3449. https://jurnal.syntax-idea.co.id/index.php/syntax-idea/article/view/4290