# **ABSTRAK**

Agsta Aris Afifudin, NIM 43216001. Efektivitas Komunikasi Interpersonal Pengelola Perpustakaan Dalam Upaya Transformasi Perpustakaan Berbasis Inklusi Sosial di Kabupaten Brebes. Di bawah bimbingan Endro Tri Susdarwono, S.H., M.Si selaku dosen Pembimbing. Aan Herdiana, S.Kom.i selaku dosen Penguji 1, dan Ashar Anis, S.Ip.,M.Si selaku dosen Penguji 2 sekaligus Dosen Jurusan Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Peradaban.

Berdasarkan rumusan masalah dalam penelitian ini adalah bagaimana efektivitas komunikasi interpersonal pengelola perpustakaan dalam upaya transformasi perpustakaan berbasis inklusi sosial di Kabupaten Brebes. Fokus permasalahan pada : (1) Bagaimana efektivitas komunikasi interpersonal dalam transformasi perpustakaan berbasis inklusi sosial? (2) Bagaimana peran pengelola perpustakaan dalam transformasi perpustakaan berbasis inklusi sosial? Penelitian ini menggunakan teori Joseph A. Devito diantaranya menggunakan sikap keterbukaan, sikap dukungan, sikap empat, sikap percaya dan sikap kesetaraan atau kesamaan. Penelitian ini menggunakan penelitian deskriptif kualitatif, mendapatkan hasil penelitian adalah : (1) Peranan komunikasi interpersonal sangat dominan terjadi di lapangan penelitian, diantara pemustaka dan pengelola perpustakaan. (2) Komunikasi Interpersonal selalu terjadi karena diantara mereka telah terjalin rasa terbuka, empati, serta dukung mendukung terhadap program transformasi perpustakaan berbasis inklusi sosial. Yaitu, dengan menggunakan 3 aspek diantaranya Advokasi, Pelibatan masyarakat, dan Layanan Informasi.

Teknik analisis dalam penelitian kualitatif deskriptif ini menggunakan metode Observasi, Wawancara mendalam, dan Studi Dokumentasi yang meliputi data primer dan data sekunder.

**Kata Kunci,** Komunikasi Interpersonal, Transformasi Berbasis Inklusi Sosial, Perpustakaan

# **ABSTRACT**

*Agsta Aris Afifudin, NIM 43216001. Effectiveness of Interpersonal Communication of Library Managers in the Efforts of Library Transformation Based on Social Inclusion in Brebes Regency. Endro Tri Susdarwono, S.H., M.Si as the Advisor. Aan Herdiana, S.Kom.i as the First Examiner, and Ashar Anis, S.Ip., M.Si as the Second Examiner as well as Lecturer at Communication Studies Program, Social and Political Sciences Faculty, Perdaban University.*

*Based on the formulation problem, in this study is how the effectiveness of interpersonal communication of library managers in efforts to transform the library based on social inclusion in Brebes Regency. . Focus problems on: (1) How is the effectiveness of interpersonal communication in transforming the library based on social inclusion? (2) How is the role of library managers in the transformation of libraries based on social inclusion? This study uses the theory of Joseph A. Devito, including using an openness attitude, an support attitude, an emphaty attitude, an trust attitude and an equality attitude. This study uses a qualitative descriptive method, and the results are: (1) The role of interpersonal communication is very dominant in the research field, among library users and managers. (2) Interpersonal communication always occurs because there is a sense of openness, empathy, and mutual support for the social inclusion-based library transformation program. Using 3 aspects including advocacy, community involvement, and information services.*

*The analysis technique in this descriptive qualitative method is by observation, deep interviews, and documentation studies which include primary and secondary data.*

**Keywords:** *Interpersonal Communication, Transformation Based on Social Inclusion, Library.*