

COMMUNICATION SKILLS OF VILLAGE OFFICERS VIEWED FROM THEIR ABILITY IN UTILIZING SOCIAL MEDIA

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ABSTRACT

This research focuses on analyzing and describing the communication skills in utilizing social media among village officers. Communication skills include the ability to send and receive messages using social media. This research is a descriptive research with a saturated sample, where all village officers (33 people) in Umbulmartani Village, Ngemplak, Sleman, Yogyakarta Special Province become the research respondents. The data were collected using a questionnaire in the Google form format. Data analysis was performed using frequency distribution techniques with percentages. The results show a tendency that most village officers have the ability to use social media in a good category. The obstacles in increasing their skills in using social media include: age and relatively low educational background.

Kata Kunci: *communication, village officers, social media*