

ABSTRAK

Penelitian ini bertujuan menganalisis pelaksanaan komunikasi organisasi di divisi digital agency PT. Everidea Interaktif Nusantara serta perannya dalam meningkatkan kinerja karyawan. Latar belakang penelitian adalah pentingnya komunikasi efektif di lingkungan kerja digital yang dinamis dan sarat tekanan deadline.

Penelitian ini menggunakan metode pendekatan kualitatif dengan studi kasus, melalui wawancara mendalam dengan informan kunci, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa alur komunikasi didominasi pola vertikal ke bawah, terutama antara Project Manager (PM) dan Social Media Officer (SMO), dengan media utama Google Meet dan WhatsApp. Walaupun sistem komunikasi telah terstruktur, dinamika kerja multitugas dan cepat memunculkan miskomunikasi, yang dipicu oleh ketidakjelasan instruksi, perbedaan persepsi, dan minimnya umpan balik dua arah. Untuk mengatasi hambatan tersebut, diterapkan strategi seperti peningkatan intensitas rapat dan pemanfaatan dokumentasi proyek.

Kesimpulan penelitian ini mendapat hasil bahwa komunikasi yang terbuka, jelas, dan partisipatif berperan penting dalam mendorong produktivitas, mempercepat penyelesaian tugas, serta membangun kepercayaan tim. Rekomendasi meliputi peningkatan kualitas penyampaian pesan, pelatihan komunikasi internal, dan penguatan budaya komunikasi dua arah guna mengoptimalkan kinerja karyawan.

Kata Kunci: komunikasi organisasi; kinerja karyawan; miskomunikasi; digital agency; komunikasi internal.

ABSTRACT

This study examines the implementation of organizational communication in the digital agency division of PT. Everidea Interaktif Nusantara and its role in enhancing employee performance. The research highlights the importance of effective communication in a fast-paced work environment with constant deadline pressures.

Using a qualitative case study approach, data were collected through in-depth interviews with key informants, direct observations, and documentation.

Findings indicate that communication flow is largely downward vertical, mainly between Project Managers (PM) and Social Media Officers (SMO), using digital platforms such as Google Meet and WhatsApp. Despite the structured system, the rapid and multitasking nature of work often leads to miscommunication caused by unclear instructions, differing perceptions, and limited two-way feedback. Strategies to address these issues include increasing meeting frequency and utilizing project documentation.

The study concludes that open, clear, and participatory communication plays a crucial role in improving productivity, expediting task completion, and building team trust. Recommendations include improving message clarity, conducting internal communication training, and strengthening a two-way communication culture to further enhance employee performance.

Keywords: *organizational communication; employee performance; miscommunication; digital agency; internal communication.*