

ABSTRAK

Penelitian ini berjudul "Komunikasi Organisasi BPJS Ketenagakerjaan di Bidang Pelayanan." Penelitian ini bertujuan untuk mendeskripsikan komunikasi organisasi vertikal, baik *downward communication* maupun *upward communication* dalam meningkatkan kualitas pelayanan di BPJS Ketenagakerjaan Lhokseumawe. Metode yang digunakan adalah deskriptif kualitatif dengan data yang dikumpulkan melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa *downward communication* digunakan untuk memberikan arahan, informasi, dan motivasi kepada pegawai, sedangkan *upward communication* memberikan ruang bagi pegawai untuk menyampaikan masukan dan kendala kepada atasan. Kombinasi komunikasi dua arah ini terbukti meningkatkan pemahaman pegawai terhadap tugas dan tanggung jawab mereka, menciptakan lingkungan kerja yang produktif, serta meningkatkan kualitas pelayanan kepada peserta BPJS Ketenagakerjaan. Meningkatkan efektivitas komunikasi dengan memperkuat pelatihan komunikasi pegawai, memanfaatkan teknologi komunikasi yang efisien, mengoptimalkan sistem umpan balik yang terbuka dan transparan, serta selalau mengadakan pertemuan rutin antara atasan dan bawahan guna menciptakan lingkungan kerja yang lebih kolaboratif dan produktif. Penelitian ini menegaskan pentingnya komunikasi organisasi yang efektif dalam menciptakan pelayanan publik yang optimal dan responsif terhadap kebutuhan masyarakat.

Kata Kunci: Komunikasi Organisasi, BPJS Ketenagakerjaan, Pelayanan Publik, *Downward Communication*, *Upward Communication*.

ABSTRACT

This research is entitled "Communication of BPJS Employment Organizations in the Service Sector." This study aims to analyze vertical organizational communication, both downward communication and upward communication, in improving the quality of service at BPJS Ketenagakerjaan Lhokseumawe. The method used is qualitative descriptive with data collected through observation, interviews, and documentation. The results of the study show that downward communication is used to provide direction, information, and motivation to employees, while upward communication provides space for employees to convey input and obstacles to superiors. This combination of two-way communication has been proven to increase employees' understanding of their duties and responsibilities, create a harmonious work environment, and improve the quality of service to BPJS Employment participants. This research emphasizes the importance of effective organizational communication in creating optimal public services that are responsive to the needs of the community. This study emphasizes the importance of effective vertical organizational communication in creating optimal public services that are responsive to the needs of the community. To improve communication effectiveness, it is recommended to strengthen employee communication training, utilize more efficient communication technology, optimize an open and transparent feedback system, and hold regular meetings between superiors and subordinates to create a more collaborative and productive work environment. This research emphasizes the importance of effective organizational communication in creating optimal public services that are responsive to the needs of the community.

Keywords: Organizational Communication, BPJS Employment, Public Services, Downward Communication, Upward Communication.