

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran komunikasi vertikal antara atasan dan bawahan dalam meningkatkan kinerja karyawan serta mengidentifikasi hambatan-hambatan yang dihadapi dalam proses komunikasi tersebut di PT. Sawit Panen Terus (SPT) Kota Subulussalam. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus untuk menganalisis fenomena komunikasi vertikal di lingkungan kerja industri perkebunan sawit. Teori Pertukaran Sosial (Social Exchange Theory) digunakan sebagai landasan teoretis untuk memahami dinamika hubungan komunikasi antara atasan dan bawahan, yang didasarkan pada prinsip timbal balik dimana individu mempertimbangkan imbalan versus biaya dalam suatu hubungan. Fokus penelitian ini meliputi dua aspek utama: pertama, menganalisis peran komunikasi vertikal dalam meningkatkan kinerja karyawan melalui asumsi sifat dasar manusia dan asumsi sifat dasar hubungan; kedua, mengidentifikasi hambatan komunikasi yang meliputi kurangnya keterbukaan dalam penyampaian informasi, hambatan psikologis antara atasan dan bawahan, serta perbedaan persepsi yang menyebabkan misinterpretasi pesan. Penelitian ini diharapkan memberikan kontribusi praktis bagi PT. Sawit Panen Terus (SPT) dalam mengembangkan strategi komunikasi yang lebih efektif untuk meningkatkan kinerja karyawan dan mengurangi tingkat pergantian karyawan. Kebaruan (novelty) penelitian ini terletak pada fokus spesifik terhadap industri perkebunan sawit dengan pendekatan kualitatif untuk analisis mendalam mengenai hambatan komunikasi vertikal, serta identifikasi hambatan spesifik seperti kurangnya transparansi dan hambatan psikologis dalam konteks budaya organisasi perusahaan perkebunan.

Kata Kunci: Komunikasi Vertikal, Kinerja Karyawan, Komunikasi Organisasi, Teori Pertukaran Sosial, Industri Perkebunan Kelapa Sawit

ABSTRACT

This research aims to analyze the role of vertical communication between superiors and subordinates in improving employee performance, as well as to identify the obstacles faced in the communication process at PT. Sawit Panen Terus (SPT) in Subulussalam City. This study employs a qualitative approach using case study methods to analyze the phenomenon of vertical communication in the palm oil plantation industry work environment. Social Exchange Theory is used as a theoretical foundation to understand the dynamics of communication relationships between superiors and subordinates, based on the principle of reciprocity where individuals weigh rewards against costs in a relationship. The focus of this research includes two main aspects: first, analyzing the role of vertical communication in improving employee performance through assumptions about human nature and assumptions about the nature of relationships; second, identifying communication barriers that include a lack of openness in information delivery, psychological barriers between superiors and subordinates, and differences in perception that lead to misinterpretation of messages. This research is expected to provide practical contributions for PT. Sawit Panen Terus (SPT) in developing more effective communication strategies to enhance employee performance and reduce turnover rates. Theoretically, this research is expected to enrich the study of organizational communication, particularly in the context of the plantation industry in Indonesia. The novelty of this research lies in its specific focus on the palm oil plantation industry with a qualitative approach for in-depth analysis of vertical communication barriers, as well as the identification of specific barriers such as lack of transparency and psychological barriers within the context of the organizational culture of plantation companies.

Keywords: *Vertical Communication, Employee Performance, Organizational Communication, Social Exchange Theory, Oil Palm Plantation Industry*