

ABSTRACT

This study aims to analyze organizational communication patterns in increasing employee performance productivity at PT Sinar Marubun Berjaya Simalungun. Organizational communication plays an important role in supporting work coordination, information delivery, decision-making, and the achievement of company goals. This study uses a qualitative approach with a descriptive method. Data collection techniques are carried out through observation, in-depth interviews, and documentation. The research informants were selected using the purposive sampling technique consisting of managers, foremen, and employees of PT Sinar Marubun Berjaya Simalungun. Data analysis uses the Miles and Huberman model which includes data reduction, data presentation, and conclusion drawn. The results of the study show that the organizational communication pattern applied includes vertical communication and horizontal communication. Vertical communication takes place through communication from superiors to subordinates in the form of briefings, delivery of instructions, division of tasks, directions, and evaluation of work, as well as communication from subordinates to superiors through the submission of reports, work constraints, proposals, and feedback. Meanwhile, horizontal communication takes place through coordination between employees, exchange of information, cooperation in completing tasks, handover shifts, and resolving differences of opinion through deliberation. This study also found communication obstacles in the form of delays in the delivery of information, psychological obstacles between employees, and differences in understanding of work instructions. These obstacles are overcome through two-way communication, direct clarification, continuous coordination, periodic work evaluation, and the role of the foreman as a communication liaison between leaders and employees. Thus, the organizational communication pattern that is implemented is able to support work coordination, clarify the implementation of tasks, reduce work errors, and increase employee performance productivity.

Keywords: Organizational Communication, Vertical Communication, Horizontal Communication, Employee Performance Productivity

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pola komunikasi organisasi dalam meningkatkan produktivitas kinerja karyawan di PT Sinar Marubun Berjaya Simalungun. Komunikasi organisasi berperan penting dalam mendukung koordinasi kerja, penyampaian informasi, pengambilan keputusan, serta pencapaian tujuan perusahaan. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian dipilih menggunakan teknik purposive sampling yang terdiri atas manajer, mandor, dan karyawan PT Sinar Marubun Berjaya Simalungun. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pola komunikasi organisasi yang diterapkan meliputi komunikasi vertikal dan komunikasi horizontal. Komunikasi vertikal berlangsung melalui komunikasi dari atasan kepada bawahan dalam bentuk briefing, penyampaian instruksi, pembagian tugas, arahan, dan evaluasi pekerjaan, serta komunikasi dari bawahan kepada atasan melalui penyampaian laporan, kendala pekerjaan, usulan, dan umpan balik. Sementara itu, komunikasi horizontal berlangsung melalui koordinasi antarpegawai, pertukaran informasi, kerja sama dalam penyelesaian tugas, pergantian giliran kerja (handover shift), serta penyelesaian perbedaan pendapat secara musyawarah. Penelitian ini juga menemukan kendala komunikasi berupa keterlambatan penyampaian informasi, hambatan psikologis antar karyawan, dan perbedaan pemahaman terhadap instruksi kerja. Kendala tersebut diatasi melalui komunikasi dua arah, klarifikasi langsung, koordinasi yang berkesinambungan, evaluasi pekerjaan secara berkala, serta peran mandor sebagai penghubung komunikasi antara pimpinan dan karyawan. Dengan demikian, pola komunikasi organisasi yang diterapkan mampu mendukung koordinasi kerja, memperjelas pelaksanaan tugas, mengurangi kesalahan kerja, dan meningkatkan produktivitas kinerja karyawan.

Kata Kunci: Komunikasi Organisasi, Komunikasi Vertikal, Komunikasi Horizontal, Produktivitas Kinerja Karyawan.