

## ABSTRACT

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Judul :

ORGANIZATIONAL COMMUNICATION CLIMATE AND MEDIA INNOVATION SUPPORTING THE PERFORMANCE OF THE SUPPORT BUREAU FOR THE PROMOTION OF HUMAN RIGHTS ON INDONESIAN NATIONAL HUMAN RIGHTS COMMISSION IN THE TIME OF THE COVID-19 PANDEMIC

The determination of a global health emergency or Public Health Emergency of International Concern (PHEIC) over the Coronavirus Disease of 2019 (COVID-19) outbreak by the World Health Organization (WHO) as a global pandemic has threatened public health. This not only triggers changes in health and social and economic norms, but also has an impact on changes in organizational communication norms and processes, interactions between people and the use of new media which causes the organizational communication climate to adapt to situations and conditions that occur. This study aims to explore the organizational communication climate and media innovation applied at the Human Rights Promotion Support Bureau of the Indonesian National Human Rights Commission and to find out more about the organization's strategic policies and their implications during the COVID -19 pandemic related to achieving organizational goals. This study uses a qualitative research approach with a constructivist paradigm through interviews, participatory observations and literature studies. Collecting data through purposive techniques, namely selecting certain informants according to research needs through interviews, participatory observation and literature studies. The results of the study show that the use of media innovation as a strategic policy shows that the organizational communication climate becomes more efficient, able to respond to challenges in exploring and exploiting working conditions during the COVID-19 pandemic so that it can produce better work and performance as well as a more efficient use of time in achieve organizational goals.

### **Keywords:**

Organizational communication climate, media innovation, Support Bureau for the Promotion of Human Rights on Indonesian National Human Rights Commission, the COVID-19 pandemic