

ABSTRACT

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Organizational Communication Strategy in Increasing Employee Loyalty of PT Perdana Setia Abadi Jaya

Keywords: Strategy, Communication, Organizational Communication, Employee Loyalty

(xii + 60 + Attachment)

Organizational communication has a strategic role to increase employee productivity and loyalty. PT Perdana Setia Abadi Jaya is one of the companies that aims to increase employee loyalty and productivity. The expected loyalty is a loyalty that is built together by employees, especially the position holders of each division within the company. This is expected to achieve goals in accordance with the company's vision and mission. Based on the author's research at PT Perdana Setia Abadi Jaya, there was a case in the form of an action against the leader of the joint work unit in 2018. This case at the largest plastic material manufacturing company is the object of research. The formulation of the problem is how the organizational communication strategy in increasing employee loyalty of PT Perdana Setia Abadi Jaya. The purpose of this research is to find out the organizational communication strategy carried out by the leadership of PT Perdana Setia Abadi Jaya in increasing employee loyalty. The theory used is organizational communication according to Joseph A. Devito. This theory explains about downward communication, upward communication and horizontal communication. The concepts used are strategy, communication, employee loyalty. The research method used is qualitative using a descriptive research approach. The results of this study indicate that the organizational communication strategy in increasing employee loyalty carried out by PT Perdana Setia Abadi Jaya is good by using three concepts of organizational communication, namely downward, upward and horizontal communication. However, there are still obstacles in organizational communication in the company due to the lack of clarity in how to communicate well so that misunderstandings occur. To be able to increase loyalty, leaders must use strategies by giving appreciation to the best employees and leaders also provide space for employees to innovate as a positive step in increasing job effectiveness. Communication between employees involving emotional support and motivation in maintaining loyalty in situations of decreased employee loyalty.

Bibliography (1997 - 2022)