

ABSTRACT

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The Role of Organizational Communication in Maintaining Employee Performance at PT Effori Prospero Solusi (A Qualitative Study on the Maintenance Coordinator Department)

Keywords: Role, Organizational Communication, Organizational Culture, Employee Performance, Effori, Maintenance Coordinator
(xiv + 80 + Appendices)

The dynamic competition and demands in modern organizational environments highlight the critical role of effective organizational communication in maintaining employee performance. This research focuses on the Maintenance Coordinator Department at PT. Effori Prospero Solusi as its subject, considering the complexity and urgency of work in this department which heavily relies on internal coordination and communication. This study aims to answer the research question: How does organizational communication play a role in maintaining employee performance at PT. Effori Prospero Solusi, specifically in the Maintenance Coordinator Department? Employing a qualitative approach and pattern matching analysis method, data was collected through in-depth interviews, observations, and documentation. The findings indicate that organizational communication is profoundly crucial and integrated into every aspect of the Maintenance Coordinator Department's work culture, as analyzed using Edgar H. Schein's Theory of Organizational Culture. Communication is not merely a medium for information exchange; it acts as a dynamic mechanism that shapes the work climate, facilitates efficient coordination, and supports responsive problem-solving. This is evident at the artifact level (formal and informal communication systems and channels, daily routines), espoused values (openness, collaboration, discipline, responsibility), and underlying basic assumptions (the belief that communication is key to technical success). This active role of communication consistently contributes to maintaining optimal employee performance.

Bibliography (1948 – 2024)