

ABSTRAK

ANALISIS KOMUNIKASI ORGANISASI DALAM MENDUKUNG KINERJA ORGANISASI DI PT BUKIT ASAM TBK. UNIT PELABUHAN TARAHAN LAMPUNG

Oleh

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Penelitian ini menganalisis peran komunikasi organisasi dalam mendukung kinerja Tim SDM PT Bukit Asam Tbk. Unit Pelabuhan Tarahan Lampung dengan metode deskriptif kualitatif melalui wawancara, observasi, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa komunikasi berperan strategis dalam meningkatkan koordinasi, memperkuat hubungan atasan-bawahan, memperlancar arus informasi, mendukung program kerja termasuk CSR, serta berfungsi sebagai sarana motivasi, penyelesaian masalah, dan penguatan citra perusahaan. Strategi komunikasi yang diterapkan meliputi komunikasi dua arah, pemanfaatan media digital, briefing langsung, serta konfirmasi ulang yang bersifat partisipatif, adaptif, dan fleksibel. Kendati demikian, ditemukan kendala seperti keterbatasan akses email, kurangnya umpan balik, hambatan teknis jaringan, dan perbedaan pemahaman pesan, sehingga diperlukan penguatan sistem komunikasi internal, diversifikasi media, serta pembangunan budaya komunikasi terbuka untuk mendukung efektivitas kerja dan pencapaian tujuan strategis perusahaan.

Kata kunci: komunikasi organisasi, strategi komunikasi, kendala komunikasi, kinerja organisasi, PT Bukit Asam

ABSTRACT

ANALYSIS OF ORGANIZATIONAL COMMUNICATION IN SUPPORTING ORGANIZATIONAL PERFORMANCE AT PT BUKIT ASAM TBK. TARAHAN PORT UNIT, LAMPUNG

By

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This study analyzes the role of organizational communication in supporting the performance of the HR Team at PT Bukit Asam Tbk, Tarahan Port Unit, Lampung, using a descriptive qualitative method through interviews, field observations, and documentation studies. The findings reveal that communication plays a strategic role in enhancing coordination, strengthening superior-subordinate relationships, streamlining information flow, supporting work programs including CSR, and functioning as a tool for motivation, problem-solving, and corporate image building. The communication strategies applied include two-way communication, the use of digital media, direct briefings, and follow-up confirmations, which are participatory, adaptive, and flexible. However, challenges were identified such as limited email access for non-staff employees, lack of feedback, technical network disruptions, and differences in message interpretation due to diverse backgrounds. Therefore, strengthening internal communication systems, diversifying information channels, and fostering an open communication culture are necessary to support work effectiveness and the achievement of the company's strategic goals.

Keywords: *organizational communication, communication strategy, communication barriers, organizational performance, PT Bukit Asam*