Jurnal Ilmiah Universitas Batanghari Jambi e-ISSN: 2549-4236, p-ISSN: 1411-8939
Lembaga Penellitian dan Pengabdian kepada Masyarakat
Vol 24, No 2 (2024): Juli, 1060-1064
DOI: 10.33087/jiubj.v24i2.4365

Employee Organisational Communication Analysis at PT. Proxi Jaringan Nusantara Batam Region

Melanie Syailendra, Dindin Dimyati*
Faculty of Communication and Business, Telkom University, Indonesia
*Correspondence: rakeanwastu@telkomuniversity.ac.id

Abstrak. Komunikasi organisasi adalah subkategori pengembangan interpersonal yang mencakup komunikasi verbal dan nonverbal mengenai pengiriman pesan melalui jaringan tautan atau organisasi. Akibatnya, komunikasi korporat sangat penting dalam menentukan jumlah pertumbuhan organisasi atau korporasi. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana komunikasi organisasi karyawan di PT Proxi Jaringan Nusantara Region Batam bekerja. Penelitian ini menggunakan teori komunikasi organisasi dan teori efektivitas komunikasi. Metode penelitian deskriptif kualitatif yang digunakan meliputi pendekatan pengumpulan data sekunder yang dilengkapi dengan prosedur observasi dan wawancara. Berdasarkan temuan, komunikasi organisasi karyawan di PT Proxi Jaringan Nusantara Region Batam memiliki struktur yang egaliter. Pemimpin perusahaan, manajemen, dan karyawan dapat secara efektif melakukan komunikasi lintas struktur tanpa batas feodalistik, yang berperan penting dalam bentuk upaya penyampaian ide dan gagasan melalui komunikasi langsung atau komunikasi tidak langsung melalui media sosial, yang berdampak positif pada kelangsungan operasional dan kemajuan perusahaan. Komunikasi organisasi karyawan di PT Proxi Jaringan Nusantara Wilayah Batam dipengaruhi oleh faktor internal seperti wilayah, latar belakang pendidikan, budaya, dan lain-lain, serta faktor eksternal seperti lingkungan kerja, siklus pertemanan, penguasaan media sosial, dan lain-lain. Kondisi ini berdampak struktural pada komunikasi organisasi, baik secara vertikal (komunikasi antar strata atau peran) maupun horizontal (komunikasi antar orang dalam posisi pekerjaan yang sama). PT Proxi Jaringan Nusantara Region Batam, dampak dan pencapaian komunikasi organisasi karyawan adalah tercapainya komunikasi yang efektif, yang ditandai dengan loyalitas karyawan dan perusahaan yang berkembang baik dari segi cakupan operasional, keuntungan perusahaan, maupun turnover perusahaan yang telah melampaui target yang telah ditetapkan.

Kata kunci : hambatan; komunikasi organisasi; PT Proxi Jaringan Nusantara; struktur egalitarian

Abstract. *Organisational communication is a subcategory of interpersonal development that encompasses both verbal and nonverbal communication concerning message delivery via a network of links or organisation. As a result, corporate communication is critical in defining the amount of growth of an organisation or corporation. The goal of this research is to find out how employees' organisational communication at PT Proxi Jaringan Nusantara Batam Region works. This study employs organisational communication theory and communication effectiveness theory. The descriptive qualitative research method was used, which included secondary data collection approaches complemented by observation and interview procedures. According to the findings, employee organisational communication at PT Proxi Jaringan Nusantara Batam Region had an egalitarian structure. Company leaders, management, and employees can effectively carry out cross-structural communication without feudalistic boundaries, which plays an important role in the form of efforts to convey ideas and ideas through direct communication or indirect communication through social media, which has a positive impact on the operational continuity and progress of the company. Employees' organisational communication at PT Proxi Jaringan Nusantara Batam Region is influenced by internal factors, such as region, educational background, culture, and others, as well as external factors such as work environment, friendship cycles, mastery of social media, and others. This condition has a structural impact on organisational communication, either vertically (communication between strata or roles) or horizontally (communication amongst people in the same job position). At PT Proxi Jaringan Nusantara Batam Region, the impact and achievement of employee organisational communication is the achievement of effective communication, which is marked by employee loyalty and the growing company in terms of operational coverage, company profits, or company turnover that has exceeded predetermined targets.*

Keywords **:** *barriers, egalitarian structure, organizational communication, PT Proxi Jaringan Nusantara*

INTRODUCTION

Organisational communication is a notion connected to the conveyance of communications through a network of interactions in which there are many obstacles to overcome in a changing environment.

Organisational communication plays an important role in the development of an effective organisation in accordance with predetermined goals, both for profit and non-profit organisations, which are realised when members or individuals in them can effectively gather and interact with each other through good relationships (Morissan, 2020).

Organisational communication is a significant phenomenon in many Indonesian businesses. According to Lozano (2020), business communication is a reflection of public communication. There are parts of communication that do not operate smoothly in open firms, even in family businesses. All of them operate transcendentally, affecting performance both inside and outside the business. The above argument demonstrates that communication in a company plays a significant part in deciding the organisation's path and future. Corporate communication is important for several reasons: first, the existence of a company generally has a structure and strata; second, companies generally have human resources who come from various economic backgrounds, cultures, and origins, which affect organisational communication behaviour; and third, companies face the development of a dynamically developing outside world, so corporate communication becomes important in maintaining the existence of a company (Hadijaya, 2020). .

In general, the growth of organisational communication in Indonesia is confronted with concerns and problems that may be characterised in a variety of ways, each of which is tied to technical, human, and cultural elements. Technical factors often arise as a result of limits on developing direct communication between institutions or organisations, as well as insufficient communication devices and other technical issues. Then, in the human and cultural domains, organisational communication is generally confronted with the problem of habits in organisations, which occasionally carry out authoritarian and feudalistic habits, causing organisational communication to structurally not run efficiently owing to specific constraints. Organisational communication in Indonesian enterprises has various concerns, including the existence of communication boundaries owing to feudalistic culture, the behaviour of a workforce that is not open and lacks confidence, and others. Because of the favourable influence of social media channels, the dynamics of corporate communication have evolved gradually since the 2010s. This situation enables interactions between directors, staff, managers, and labour to establish more effective communication patterns that can genuinely boost employee performance and productivity. This occurred in several significant Indonesian companies through case studies from 2010 to 2015, including PT Astra International, PT Kalbe Farma, PT Telkom, and several others (Andriani, 2021).

This cannot be separated from some of the broader problems that develop, such as disparities in character among employees, the type of employees who are less honest and open, the authoritarian atmosphere that allows little opportunity to express viewpoints, and other issues. This will be one of the ways for efficiently dealing with challenges that develop as a result of effective corporate communication. This is consistent with the assertion. According to Justinus Indriarto, an organisational communication practitioner at the Ministry of Finance of the Republic of Indonesia, organisational communication is important for the continuity of organisations, both non-profit (government institutions, NGOs, etc.) and for-profit (manufacturing companies, trading companies, service companies, etc.), because an organisation is made up of humans with diverse backgrounds, ideas, and perspectives. A harmonious work pattern will be established through organisational communication and interactions among workers to reach a predetermined purpose or goal (Indrianto, 2021). PT Proxi Jaringan Nusantara is an information technology business that is a significant internet service provider in Indonesia. The corporation is headquartered in Batam and expands into other Indonesian regions such as NAD (Nangro Aceh Darusalam) Province, North Sumatra, West Sumatra, Riau Islands, Jambi, Bengkulu, DKI Jakarta, West Java, Central Java, and Bali. PT Proxi Jaringan Nusantara's operation aspires to continuously enhance its services, both in housing and offices, as well as with other business partners (PT Proxi Jaringan Nusantara, 2023).

PT Proxi Jaringan Nusantara was founded in 2020 and was able to expand its operations in numerous regions of Java, Sumatra, and Bali in a relatively short amount of time. This accomplishment is inextricably linked to systematic firm management, strategy,

investment, and portfolio management. Furthermore, the development of this company is strongly linked to cooperation, which has resulted in the formation of solid and complementary partnerships (PT. Proxi Jaringan Nusantara, 2023). Batam is the headquarters of PT Proxi Jaringan Nusantara since it is one of Indonesia's most important business centres. Batam has a population of 1.19 million people, making it a viable market for internet services. Furthermore, Batam is an important territory next to the bordering country of Singapore, as well as a particular free trade zone, making it a possible location for the company's economic expansion. PT Proxi Jaringan Nusantara hires people from a variety of backgrounds. The head office has 65 personnel divided across multiple divisions, including promotion and marketing, installation and maintenance, and HR and employment. These individuals are each focused on their respective responsibilities, but communication can still be built between divisions and across divisions.

Organisational communication in the PT Proxi Jaringan Nusantara Batam region is an intriguing communication phenomenon since it involves structural interaction among employees. PT Proxi Jaringan Nusantara's existence is ruled by experts with expertise in their respective disciplines. However, the age range of employees, from young to senior, as well as the degree and structure of jobs in the organisation, might become communication barriers. On the other side, this communication is crucial because it might generate ideas for the company's advancement. Additionally, organisational communication also plays an important role in establishing internal criticism to bridge various conflicts between employee management and employees so that communication may be resolved within the framework of 'win-win solutions'.

Organisational communication at PT Proxi Jaringan Nusantara Batam region is a useful study for communication studies because it fulfils the element of novelty, or SOTA (State of the Art), in that this research bridges the performance and operations of companies comprised of many workers with diverse backgrounds, but all of whom can build intensive communication. This is undeniably linked to the numerous initiatives and corporate culture of the PT Proxi Jaringan Nusantara Batam region, which aims to foster an atmosphere of openness, egalitarianism, and mutual respect between positions. This research differs from previous research in that it uses the research periodization setting of 2022-2023 as a post-Covid-19 pandemic time span that requires sharing adjustments to employee interactions, while the urgency of this research is related to measuring the dynamics and activities of organisational communication as an important factor in carrying out operational procedures that determine a company's existence so that determine a company's existence so that it can later be a reflection and used as a basis for future research.

METHOD

The descriptive-qualitative research design was chosen because it is capable of explaining the topic under investigation in depth. Furthermore, this sort of research allowed the author to compare data so that an accurate and accountable narrative regarding employee organisational communication at PT Proxi Jaringan Nusantara Batam Region could be obtained. The author concentrated on process and meaning in this descriptive qualitative study. This signifies that it made extensive observations in order to conduct extensive research or research that may explain events systematically and accurately. The researcher employed certain literary work, thoughts, reports, news, and remarks, in addition to the core theory, to describe the phenomena of employee organisational communication at PT Proxi Jaringan Nusantara Batam Region in this qualitative descriptive research (Bungin, 2021)

RESULTS

Organisational Communication Implementation at PT Proxi Jaringan Nusantara Batam Region

PT Proxi Jaringan Nusantara Batam Region is implemented through verbal and nonverbal communication. Employee behaviour and dynamic environmental variables in the workplace can both influence one another. Employees come from a variety of cultural, social, and economic backgrounds, but the company's open and egalitarian settings can also affect employees on many levels and structures. According to the numerous interviews above, the implementation of PT Proxi Jaringan Nusantara Batam Region, rapid performance, and ethics are two critical issues for the company's organisational communication. This is also a dilemma in which employees dominated by the younger generation must

retain ethics while more senior groups, including staff and company executives, can keep the rhythm and efficiency of fast performance.

Internal Organisational Communication PT Proxi Jaringan Nusantara Batam Region Constraints

Organisational communication at PT Proxi Jaringan Nusantara Batam Region is a communication phenomenon that cannot be separated from the company's activities that prioritise the role of human labour. Humans' existence as social creatures become an interaction to carry out actions and express ideas, either verbally or nonverbally. Several hurdles will be encountered as part of individual or group communication. The numerous interview findings above indicate that the communication constraints of PT Proxi Jaringan Nusantara Batam Region are a frequent phenomenon in many Indonesian companies. This communication barrier may arise from within or beyond. All of them will be able to develop in a variable manner, increasing, decreasing, or even remaining. The numerous interview findings above indicate that the communication constraints of PT Proxi Jaringan Nusantara Batam Region are a frequent phenomenon in many Indonesian companies. This communication barrier may arise from within or beyond. All of them will be able to develop in a variable manner, increasing, decreasing, or even remaining. The internal communication barrier of PT Proxi Jaringan Nusantara Organisation in Batam Region is related to the company's workforce composition, which is varied and comes from a variety of economic, social, and cultural backgrounds. This scenario makes intensive communication harder because, in general, individuals who have comparable backgrounds tend to get closer to one other during the early term. Furthermore, other internal constraints connected to direct engagement are very limited because, as an information technology corporation, personnel in different company hierarchies tend to focus on their own job stations. External pressures, such as the rapid and dynamic development of social media, pose external restrictions for PT Proxi Jaringan Nusantara Batam Region's communication organisation. This circumstance has an impact on employee performance since employees must adjust to the existing system.

SIMPULAN

Based on the above discussion, it is possible to conclude that employee organisational communication at PT Proxi Jaringan Nusantara Batam Region exhibits many phenomena, namely The pattern of employee organisational communication at PT Proxi Jaringan Nusantara Batam Region is egalitarian. Company leaders, management, and employees can effectively carry out cross-structural communication without feudalistic boundaries, which plays an important role in efforts to convey ideas through direct or indirect communication via social media, which has a positive impact on the company's operational continuity and progress. Internal factors such as region, educational background, culture, and others, as well as external factors such as work environment, friendship cycles, mastery of social media, and others, influence employee organisational communication at PT Proxi Jaringan Nusantara Batam Region. This condition has a structural impact on organisational communication, either vertically (communication between strata or roles) or horizontally (communication amongst people in the same job position). The impact and achievement of employee organisational communication at PT Proxi Jaringan Nusantara Batam Region is the achievement of effective communication as evidenced by employee loyalty and company growth in terms of operational area coverage, company profits, or completed company turnover exceeding the predetermined target.

DAFTAR PUSTAKA

Andriani, Dewi., 2021, *Simak 3 Strategi Komunikasi Perusahaan pada Era Pandemi*, diakses melalui https://bisnisindonesia.id/article/simak-3-strategi-komunikasi-perusahaan-pada-era-pandemi

Bungin, M. B. 2021. *Penelitian Kualitatif Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya.* Jakarta: Prenada Media Group

Hadijaya, Y. 2020. *Budaya Organisasi.* Medan: CV. Pusdikra Mitra Jaya.

Indrianto, J. B. 2021. *Pentingnya Komunikasi Efektif di dalam suatu Organisasi*. diakses melalui https://www.djkn.kemenkeu.go.id/kpknl-pangkalanbun/baca-

artikel/13852/Pentingnya-Komunikasi-Efektif-di-dalam-Suatu-Organisasi.html

Morissan, M. 2020. *Komunikasi Organisasi*. Jakarta: Prenadamedia Group.

Lozano, Jonathan. 2020. The role of corporate communication in intelligent organizations. *Cuadernos de Administración*. 35(65)

Proxinet, 2023, *Profile Perusahaan*. diakses melalui https://www.proxinet.co.id/profile/