

## Internal Communication Between TKI and PT Alfira Perdana Jaya Distributor

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### ABSTRACT

Indonesian workers or commonly known as TKI are Indonesian citizens who are working or looking for work abroad with the intention of finding economic opportunities, to realize these jobs there must be communication with the distributor, namely PT Alfira Perdana Jaya. The purpose of this study is to understand how internal communication between migrant workers and the distributor of PT Alfira Perdana Jaya and the internal communication obstacles between migrant workers and the distributor of PT Alfira Perdana Jaya. The approach method used is qualitative through documentation and in-depth interviews with a number of migrant workers and distributors, so that in conducting interviews they carry out the purpose sampling technique method, namely in collecting data first studying and exploring several journals, books, and related documents. The results and conclusions of this study are that internal communication between TKI and TKI can be done through various ways, such as social media, messaging applications, or face-to-face meetings if they are in the same place, then Internal Communication of TKI (Indonesia Manpower) to Distributors, the distributor provides comprehensive communication for all TKI, the last is Internal Communication of Distributors to TKI (Indonesia Manpower), PT Alfira Perdana Jaya gave directions to migrant workers regarding the tasks they will perform in their new workplace. However, there are significant challenges or obstacles in internal communication between migrant workers and distributors, such as differences in language, culture, and understanding.

## **INTRODUCTION**

Basically, women are born different from men in terms of physicality. But in general, the potential in terms of intellect both have the same potential. The recent increase in the number of women employed in the industrial sector shows that the existence of women in the world of work has been qualified (Rahmaniar, 2023). In reality, the calculation of the number is indeed growing, but when viewed qualitatively, it is not adequate. Because the pans carried out by women are now concentrated in the field of work that does not require skills and that has low productivity. In fact, the development of the industrial, service, and trade sectors is an opportunity for women to meet the economic needs of their families during unstable economic conditions. These migrant workers can enter sectors such as Construction, Healthcare, Hospitality, Agriculture, and other sectors. The involvement of women's roles in earning a living is common in the northern coast of Java or better known as Pantura. Especially in the Karawang, Subang and Indramayu Districts, women are also included to bear the economic burden of their families. Whether it is as an income enhancer or as the main breadwinner. Therefore, the burden is getting heavier. Because in addition to being tasked with taking care of the household, besides that they must also be able to work to earn a living to improve the standard of life of their family. plus the conditions of the cultural environment that they included to have an attitude of materialism. So that the alternative option of becoming a domestic assistant in a foreign country is an option that is able to overcome problems in terms of meeting the needs of life. Because this work does not require special skills, requires small capital, and is relatively easy to do. The results of the pre-research found that on average, migrant workers who work abroad work as domestic assistants or guardians of children and elderly parents. Housework is also considered easy because there is a lot of technology that makes it easier for these migrant workers.

There are many Indonesian people who are interested in becoming Indonesian workers (TKI), but there are often problems faced by TKI, especially internal communication between TKI and distributors. According to the opinion of Basya & Sati (2006), internal communication is communication that occurs between managers and communicators (people or employees from the top management, middle management, and lower management levels) in the organization, on a reciprocal basis. Because in an organization there is a status level that causes the existence of leading employees and led employees, there is no communication between employees of the same status in managers or superiors.

Meanwhile, according to the opinion of Muhammad (2001) internal communication is the process of conveying messages that take place between members of the organization, it can be between leaders and subordinates, leaders and leaders, or subordinates and subordinates. Muhamad also mentioned 3 types of communication, namely: Downward Communication, Upward Communication and Horizontal Communication. The three levels can be explained as follows:

1. Downward communication is communication that moves from the leadership to the subordinates. This type of communication flows from the top leadership to the bottom.
2. Upward Communication is a flow of communication that moves from the bottom up. The messages conveyed include reports on the implementation of work, employee complaints, employee attitudes and feelings about several things, development of procedures and techniques, information about production and results achieved. If the flow of information to the top is not smooth, then the top management or leaders do not know and realize the exact state of the organization in general.
3. This Horizontal Communication is very internal between parts that have a high level of work sequence, which is intended to be non-rational, with the aim of saving time and facilitating coordination that can take place formally (working relations in the division of work structure are arranged formally or informally to accelerate action. Horizontal communication has the purpose of coordinating tasks, guaranteeing a common understanding and developing interpersonal support.

Because most of the work time is interacting with friends to get interpersonal relationship support from their friends.

Then if you look at several factors, including, income is higher than domestic income, lack of jobs in the country, improving family economic conditions, developing skills, overcoming economic difficulties and debts, the Government of Indonesia also collaborates with agencies receiving migrant workers to prepare cooperation agreements that regulate the rights and welfare of migrant workers in more detail (Yuwono, 2013). This effort aims to improve legal protection and working conditions for migrant workers in their destination countries.

Internal communication between Indonesia Workers (TKI) and the distributor is usually carried out by phone or smartphone through text messages, emails, and communication applications such as WhatsApp or Telegram. The information submitted includes details about the job, employment contract, rights and obligations, as well as any questions or concerns that migrant workers have. It is important for the distributor to maintain open and transparent communication with migrant workers so that they feel well supported and connected while working abroad.

As is known, there are several TKI service companies both from the government and the private sector, PT Alfira Perdana Jaya is one of the private companies that manages the implementation of labor placement for the purpose of Taiwan, Hong Kong, Singapore, Malaysia assisted by the Private Indonesia Labor Placement Implementer (PPTKIS). How this PT manages migrant workers to manage it PT Alfira Perdana Jaya accommodates for 3 months and for learning each division takes a job abroad for singapore, hong kong, taiwan or malaysia it is differentiated by class, for daily meals PT Alfira Perdana Jaya provides for 3

meals. How can this PT get migrant workers who want to leave the country, there are many ways, whether it is from person to person or from brother to brother and usually PT Alfira Perdana Jaya also provides communication through social media platforms such as Instagram, Facebook or others. PT Alfira Perdana Jaya also has sponsors, namely people who often bring prospective migrants who want to work.

Based on the background exposure that has been presented, the researcher's purpose is to understand the dynamics of communication, understand how internal communication between migrant workers and distributors occurs, including the communication channels used, the frequency of interaction, and the issues that are often discussed. Evaluate the extent to which internal communication meets the needs and expectations of both migrant workers and distributors, as well as to identify areas where improvements are needed to find challenges and obstacles that will be faced in internal communication between migrant workers and distributors, such as differences in culture, language, or communication infrastructure. Improve support and services to provide a solid basis for improved support and services to migrant workers through more effective communication between migrant workers and distributors, to ensure that good internal communication between migrant workers and distributors contributes to the protection and welfare of migrant workers during their working period abroad. By understanding the dynamics, effectiveness, and challenges in internal communication between migrant workers and distributors, this research can provide valuable insights for the development of policies, practices, and programs that support the welfare of migrant workers.

## **LITERATURE REVIEW**

Based on previous studies, it can be concluded that internal communication is very important in the relationship between migrant workers and distributors. Therefore, regular and effective communication is needed from the distributor to the migrant workers.

Research by Kurniawati et al (2013) shows that interpersonal communication between customers and companies can create a harmonious relationship so that customer loyalty is created. This research was conducted using interview methods, data analysis, and data review. The results of this study can be concluded that the implementation of communication is carried out in lowseasons and peakseasons. Research by Ihromi (2007) shows that migrant workers cannot accompany their families for a long time. If in this case there is no good communication, it will cause conflicts and differences in perceptions. This research uses observation and interview methods. The results of this study show that conflicts often occur, namely communication problems.

This research can trace the extent to which the information provided to migrant workers before, during, and after work placement is clear, accurate, and easy to understand. The transparency of the recruitment, placement, and resolution of migrant worker problems also needs to be further examined. This research can also examine the ease of access for migrant workers to communicate with distributors, either directly or through other communication media. The

effectiveness of the communication channels used, such as telephone, email, social media, or mobile applications, needs to be evaluated to ensure smooth delivery of information and problem solving, improving the quality of internal communication with migrant workers.

## **METHODOLOGY**

The type of research is descriptive research using a qualitative approach. Then in the method of data collection techniques, it is carried out by means of observation and literature study. This research with a data collection technique of 3 informants, namely to be interviewed where 1 person plays the role of a distributor and 2 TKI, so the data collection in this study is carried out by studying and exploring several journals, books, and documents as well as other sources of data or information that are considered relevant to the research or study. This triangulation technique refers to existing data sources. In addition, PT. Alfira Perdana Jaya provides various data provided, such as how this company communicates with workers who are already abroad. Conduct in-depth interviews with migrant workers and distributors to understand their experiences, perceptions, and expectations regarding internal communication. Involve researchers to observe firsthand the interaction between migrant workers and distributors, both directly in the field and through digital communication media. Hold group discussions with migrant workers and distributors to explore more about specific topics related to internal communication and gain various perspectives. Based on this, the data collection in this study is carried out by examining and exploring several journals, books, and documents (both in print and electronic form) as well as data sources and or other information that are considered relevant to the research or study (Hair et al., 2019).

## **RESEARCH RESULT AND DISCUSSION**

Communication at PT Alfira is divided into three main directions: Vertical and horizontal. Downward communication ensures an effective flow of information from management to employees, regarding company policies, goals, and specific tasks (Ruck & Welch, 2012). In contrast, upward communication allows employees to convey inputs, questions, or concerns to management, ensuring transparency and involvement in decision-making. Meanwhile, horizontal communication facilitates the exchange of information between departments or teams within a company, promoting efficient cooperation and coordination in achieving common goals. With a good communication strategy in these three directions, PT Alfira can improve employee performance and satisfaction, as well as achieve sustainable business success.

## 1. *Internal Communication Between Indonesia Workers and PT Alfira Perdana Jaya Distributors*

### 1.1 *Communication between migrant workers and migrant workers*



Figure 1. Interaction with fellow migrant workers  
(Source: PT Alfira Perdana Jaya, 2024)

In the opinion of Masmuh (2010), a leadership style that is more in line with current conditions is the inviting style. This style is very active in encouraging employee participation to ensure that the organization runs well. Communication in this style is two-way and open, where everyone communicates without barriers. A high level of participation from employees can significantly increase the productivity of the company.

Internal communication between migrant workers (Indonesia workers) and fellow migrant workers can be done through various ways, such as social media, messaging applications, or face-to-face meetings if they are in the same place. Joining a community or group of migrant workers in the destination country and maintaining regular communication with family in Indonesia can help reduce loneliness and provide emotional support. Difficulties often faced include language differences, inhumane working conditions, and health problems without adequate access to facilities. Other challenges include maintaining physical and mental health, eating nutritious food, and seeking professional help if you feel stressed or lonely. Obey local rules, understand the rights and obligations of a foreign worker, and keep important documents in a safe place. Joining the local migrant worker community can provide moral support and information. Using time off to socialize can help reduce burnout. Each country has a different field of work, and the jobs offered to migrant workers will vary depending on the needs of the employer and local immigration regulations (Nasution, 2017).

### 1.2 Internal Communication of TKI to Distributors



Figure 2. Interaction of TKI with Distributors  
(Source: PT Alfira Perdana Jaya)

Companies that have been around for many years must have a distinctive culture that sets them apart from the rest. This culture can come from the original owner, the leadership, or even from an influential group of employees. In the opinion of Kasali (2008), corporate culture is a set of values and beliefs that guide an entity. The main goal of a company's culture is to provide identity to its members and encourage commitment to the values held by the organization.

Thorough preparation for medical examinations and understanding of cultural differences in the destination country are essential. Training from PT Alfira Perdana Jaya will also help migrant workers in preparing for the work to be done. PT Alfira Perdana Jaya provides language training for migrant workers before leaving for the destination country, at the expense of the employer. They work closely with outside agencies to ensure employer reliability through direct communication. In addition, they encourage good communication between migrant workers, so that if there are complaints or problems, PT Alfira Perdana Jaya can provide assistance.



### 1.3 Internal Communication of Distributors to TKI



Figure 3. Interaction of Distributors with TKI  
(Source: PT Alfira Perdana Jaya)

Information about the Job An explanation of the type of job offered, including job description, responsibilities, and required skill requirements. Working Conditions An explanation of working hours, salary, benefits, and other working conditions, such as housing, transportation, and insurance facilities. Requirements and Departure Process Information about the required documents, registration process, medical procedures, and other requirements for departure abroad. Rights and Obligations An explanation of the rights and obligations of migrant workers, including their rights to wages, working hours, legal protection, and the obligation to comply with workplace regulations and local laws in the destination country. Living Conditions Abroad Information about the culture, customs, and regulations in the destination country, including aspects of daily life such as food, transportation, and health. Emergency Contact Provides emergency contact information both from the distributor and from the Indonesia representative office in the destination country, for emergency needs or if there is a problem that arises during the duty period. Education and Training The provision of training or special education before departure, such as administrative processes and language or job skills training to prepare migrant workers for the new work environment abroad. This information is important for migrant workers to ensure that they are prepared and understand what is expected of them when working abroad (Mokhtar & Susilo, 2017). One of the main obstacles is the language difference between migrant workers and distributors, which can make it difficult to understand and convey information properly. Sometimes, access to technology such as telephone or the internet may be limited for migrant workers, which can hinder internal communication with distributors.

PT Alfira Perdana Jaya drafts a clear employment contract and ensures that the migrant workers understand all the provisions before signing them to protect their rights. TKI who want to depart must have complete documents such



as ID cards, diplomas, BPJS, family cards, marriage books, passports (if it is the first time), and permission letters from husbands/parents or divorce certificates for widows. PT Alfira Perdana Jaya assisted in the repatriation of migrant workers, but the cost was borne by the migrant workers themselves. Before leaving, prospective migrant workers will undergo an interview with the agency in the destination country and prospective employers. PT Alfira Perdana Jaya improves the quality of training, including language learning. Feedback from migrant workers varies depending on the type of work, destination country, agency, and working conditions. The presence of PT Alfira Perdana Jaya provides a place of information that can be accounted for by migrant workers, so that they feel safe and supported in any condition.

Communication in organizations is divided into two broad types: vertical and horizontal (Zhang et al., 2022). Management has a central role in controlling these two types of communication (Solikhah et al., 2023). Although effective communication is a two-way process, management is primarily responsible for building and maintaining an efficient and effective communication system. However, employees also have a responsibility in ensuring effective communication occurs within the organization. With the running of vertical and horizontal communication at PT Alfira Perdana Jaya, it produces good performance, namely.

a. Effectiveness

An organization is achieved when a planned goal is successfully achieved, whereas efficiency is related to the sacrifice made to achieve that goal. If the sacrifices made are too great, then it is inefficient.

b. Authority and Responsibility

It is a key factor in improving organizational performance. Each member of the organization needs to be clear about their authority and responsibilities to be able to achieve common goals.

c. Discipline

This includes compliance with laws and regulations and compliance with employment agreements with the company. In this case, discipline is also related to punishment for violators to affect the performance of the organization.

d. Initiative

It is the ability to think creatively in planning ideas that support the organization's goals. The initiative of the members of the organization is an important impetus for the progress of the organization.

## **2. *Internal Communication Obstacles Between TKI and PT Alfira Perdana Jaya Distributor***

Overcoming these obstacles requires joint efforts between migrant workers and distributors to increase understanding, flexibility, and mutual understanding in communication. Efforts that can be made by migrant workers to improve their internal communication are taking language courses or studying on their own to improve their local language skills, so that they can communicate with colleagues and superiors more smoothly. Conduct exercises to improve

communication skills, both oral and written, in order to convey ideas and problems more effectively. Seek to understand the organizational culture in the new workplace, including hierarchies, norms, and work procedures, to avoid misunderstandings and improve integration in the work environment. Utilize internal resources, such as mentors or more experienced colleagues, to get help and direction in dealing with communication challenges. If there is any ambiguity or misunderstanding regarding information or tasks, be brave to ask your boss or co-worker to ensure the correct understanding. Utilize available technology, such as instant messaging apps or email, to maintain smooth communication with coworkers or employers, especially if they are in different locations. Take part in training or seminars offered by companies to improve communication skills and understand more about the organizational culture of the workplace. Build relationships with colleagues from different cultural backgrounds and share experiences and knowledge to expand internal communication networks. By making these efforts, migrant workers can improve their internal communication in the workplace and improve their performance in the workplace.

## **CONCLUSIONS AND RECOMMENDATIONS**

Internal communication is the most important part that must be considered in company management, especially in Indonesia Workers (TKI). The conclusions of this study are:

1. The first Internal Communication is that internal communication between migrant workers (Indonesia workers) and fellow migrant workers can be done through various means, such as social media, messaging applications, or face-to-face meetings if they are in the same place. Then the Internal Communication of TKI (Indonesia Manpower) to the Distributor, in communication between Indonesia Workers to the distributor went well. PT Alfira Perdana Jaya provides comprehensive services for Indonesia Workers (TKI), including language training before departure and support in dealing with problems abroad. TKI can use communication tools such as phone or WhatsApp video call to report problems to the agency or PT Alfira Perdana Jaya, the last is the Internal Communication of the Distributor to TKI (Indonesia Manpower), PT Alfira Perdana Jaya provides direction to the TKI regarding the tasks they will do in the new workplace. They also communicate regularly with agencies to ensure that migrant workers get suitable employers. Although effective communication is a two-way process, management is primarily responsible for building and maintaining an efficient and effective communication system for migrant workers. However, migrant workers also have a responsibility to ensure effective communication occurs within the organization.
2. Internal communication between TKI and PT Alfira Perdana Jaya There are significant challenges or obstacles in internal communication between TKI and the distributor, such as differences in language, culture, and understanding. Therefore, to overcome these challenges,

migrant workers can take part in training or seminars offered by companies to improve communication skills and understand more about the organizational culture of the workplace.

#### ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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