



Corporate Communication in Growing Internal Relations of Employees PT. Pupuk Indonesia Sales Department Region 1 Northern of Sumatera

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ABSTRACT

This research aims to analyze how corporate communication activities foster internal relationships between employees of PT. This research uses a qualitative approach to describe the data findings and data analysis carried out. Researchers used data analysis using the Miles Huberman and Saldana method which includes data condensation, data display, and then drawing conclusions. The research results that researchers found that corporate communication was carried out by PT Pupuk Indonesia Sales Department Regional 1 using the employee relations stages, downward communication through direction and coordination carried out directly through meetings, and indirect communication through communication media such as WhatsApp and Zoom, as well as providing training, rewarding and motivational education programs to employees. The novelty found in this research as a differentiator from similar research that has been carried out previously is the use of corporate communication theory combined with employee relations theory to analyze phenomena that occur in the research object.

INTRODUCTION

Employees are charged with responsibilities which include each employee's job description, but in carrying out their functions employees also need synergy between one another to create a conducive working atmosphere. This connectivity between employees not only creates empathy and sympathy among fellow employees but also creates deeper relationships between co-workers, thereby making the atmosphere in the workplace livelier and more comfortable in carrying out work.

Communication in an organization is essentially to build good relationships between various subsystems in society so that synergy is achieved that advances work (Romli, 2011: 13). Internal communication only includes efforts to explain company policies or open forums to collect complaints. The idea is too simplistic and careless because it oversimplifies or trivializes the actual situation. Events such as disputes between employees and management, absenteeism, lack of discipline, lack of motivation, low productivity, etc. Proving that the problem cannot be resolved solely through management administration system activities (e.g. work contracts, payroll systems).

Siagian (2002) in his writing explains that several indicators can influence employee performance, namely work environment, work discipline, organizational culture, compensation, job satisfaction, leadership and work motivation, communication, and other factors. One factor is that communication becomes a means of interaction between several people, if it is not managed well, it can easily become the start of conflict. It can be said that communication is a double-edged sword, because if there is no good communication, conflict can occur, but on the other hand, the communication that occurs itself can also create the potential to cause conflict.

The dimensions of organizational communication include internal communication. Internal communication is the communication process that occurs between members of the organization, for the smooth implementation of organizational activities. Lawrence D. Brennan (in Effendy, 2011: 122), defines internal communication as the exchanging of ideas (horizontally and vertically) among administrators and employees in something company or organization To use realization objective company. The exchange of ideas or information in Internal communication is supported by several forms of track communication, including communication vertical, horizontal, and diagonal (Effendy, 2011: 123).

Less successful communication in an organization is caused by characteristics and characteristic dynamics owned by the organization, where the organization is A system that continuously opencontinuously experiences change Because always faces challenges from the environment around and necessary to adapt self with circumstances always environmentchanged (Muhammad, 2011). Circumstances in the environment in question can originate from the internal environment as well as external organization and can influence the communication process in organizations which then also influences implementation activity organization To reach goals that have been set.

Communication cooperatives internally can be built through connection with employees such as creating firm connection or communication in two good directions between party management and his employees to build cooperation and harmonious relationships between both of them. Activity connection ongoing employees in the organization will impact directly climate communication in the organization.

Communication Corporations are also applied at PT. Pupuk Indonesia Sales Region 1 as distributor fertilizer subsidized in the North Sumatra area (Sumbagut). In operating activity distribution of fertilizer subsidies to all farmers needed good collaboration from the internal side. Communication is corporate carried out at PT. Pupuk Indonesia Sales Region 1 is done through an activity involving coordination over employees in each region.

PT Pupuk Indonesia Holding Company works The same with the Ministry of Agriculture in the procurement and distribution of fertilizer subsidized, with targeted distribution to all farmers with land covered commodity rice, corn , soybeans , chilies , onions red , onion white , sugar cane , coffee and cocoa For in 2023. With wide coverage of Indonesia then PT Pupuk Indonesia Holding Company mapped its department sale fertilizer subsidy or what is also called public service obligation to 7 departments' sales spread throughout Indonesia. Wrong One among them is PT. Indonesian Fertilizer Department Moving Region 1 sale in the field distribution fertilizer subsidized for 5 (five) provinces in the SUMBAGUT area (Aceh, North Sumatra, West Sumatra, Riau, and Riau Islands). With its wide area coverage becomes a challenge separately owned by PT. Pupuk Indonesia PSO Sales Region 1.

As distributor fertilizer subsidy of course the target you want achieved by PT. Pupuk Indonesia Sales Region 1 is channeled all over number allocation that becomes trustworthy from Indonesia to all over farmers in the Northern Sumatra region (SUMBAGUT). To become a strong company Of course must notice aspects based on build and maintaining communication with good corporation that can grow good internal relations Then can intertwine connection good externalwith existing partiesoutside scope company and of course spared from obstacle technically possible happen .

LITERATURE REVIEW

Communication Group

According to Mulyana, a group is a group of people who have equality mutual goals interact in an effort achievement goal, mutual know each other looking as part from group the . Whereas the communication group That Alone is an exchange process message between three or more member groups To reach objective group . (Purba, 2020)

Communication group is communication that occurs after passing interpersonal communication. A communication group is an interaction process stare advances between three or more individuals For something desired goal. Communication groups can also be defined as something field study, research, and applied where the group process is general No become focused attention (Evi and Novianti, 2019). Point heavy his attention is on communication in a

group small about methods To understand a communication process group, estimate the results, and how to improve the communication process group.

In general it is agreed That a perpetrator who communication with more than three people tends to call a communication group small, or communication group just. Communication groups big classified as communication involving many people at one time organization or communication mass.

A communication group is small that is intended communication to cognition communication, for example in lectures, meetings, seminars or others (Soyomukti , 2012). In the process, communication can be evaluated in a way logical or No description of a communicator. Happen bait comes back between the communicant and the communicator, and the communicant can also ask or refute about description communicator. Compared to with communication interpersonal, communication groups tend not enough effective in accommodating opinions, p This caused Because communication is not easily mastered like the case of communication interpersonal charm. Compared to with communication group, the communication group is small and more rational nature. A communication respond message tends to think formerly about the truth of the message conveyed by the communicator (Effendy, 2018).

Communication group big is inclined communication addressed to affection (feeling) of the communicant. An example form communication is a meeting held for his employees at something time or A family gathering activities that involve employees, and others. A characteristic of group big is the nature of communication heterogeneous (Soyomukti, 2012).

Communication Corporation

Organization nor corporation in essence is something related matters. Birth communication corporation is an embodiment of communication organizations in North America because term This has too much coverage. So that blessing idea from Harry Irwin and Elizabeth More (1994) shows precision in the meaning of if compared to communication organization and communication business.

Scope from communication corporation focusing on the public, the public in question is public external nor internal public of company. Give a description related to communication as tafsir who has more dimensions wide from communication organization. Also called a communication corporation is an integration of types of communication organization, communication management, and communication marketing. Policy communication is directed towards the formation triangle (Van Riel, 1995) corporate-identity strategy corporate-image corporation with One objective main is increasing performance organization.

Chaos ethics is something attitude where people are not capable of setting standards that provide boundaries between correct behavior and wrong behavior. Trend man For consider matter the become normal just make it circumstances the more complicated, man No always Can evaluate self Alone However proficient judge others use very standard high and giving judgments based on the worst actions carried out by other people. Ethics is key and

initiating ethics decisions human, ethical designing Act in demand is ethical or No ethical behavior carried out originates from self Alone. Likewise in communication and flow in the something corporation, culture, and atmosphere created by perpetrator corporation That separately, with so so important For dissect is ethics carried out by existing people in the corporation the as perpetrator corporations for more ethical.

A communication corporation is total communication activities produced by a person company To obtain the goals that have been planned. What is meant is that the goals that have been planned are, a Suite of organized activities something a Suite campaign or integrated programs, and all That take place in a way continuous and regular. So Communication Corporation The same very it's not nature of activities haphazard and impromptu. Communication Role of Corporation at the time is a very necessary bridge between the company as perpetrator business with its stakeholders.

Communication Corporation is something function in management which is a strength in support success company in period long . Various fields and activities of business to win increasing competition. Function Communication Corporation No just only on duty To build a positive image in the eyes of the public, however sometimes they are also used in an effort to support marketing activities to look for a profit company at the same time can trusted by the public.

Internal Relations

In something organization nor company , necessary For build Internal Relations so internal aspects within something company can walk with Good . Before see How the performance company towards external stakeholders requires good internal management, so that can produce maximum performance and develop connections with company with Good as reflection from healthy internal company relations .

Regarding with Internal relationships are a must built in the Company, for intertwining bond emotional between employees need For operate Employee relations function become matter important requirement required by the Company (parties management) as well as employees . Watson Wyatt (in Argenti, 2010: 211). put forward that communication effective employees is an indicator of performance financial. For a company specifically company services, then employee is an asset important for company . Because the products sold by the company service is performance of its employees. So important for company service For intertwine quality relationships with his employees .

Employee relations itself needed by employees, because employees is man normal who has needs. And my needs the not only material, or need related work just . The employees want it too state his opinion to management about work , conditions work , and other things that influence its interests . Implementation of communication two direction that gives chance to employee For submit question and provide proposal to management is important . (Moore, 2000: 5).

METHODOLOGY

Study This uses an approach by Miles and Huberman. In a study, this is what happened subject from the study is an Employee from PT. Pupuk Indonesia Sales Region 1 and objects his research is communication corporation in growing internal relations of PT employees. Indonesian Fertilizer Department Sales Region 1 Sumbagut. Based on the type of study This that is study qualitative , then technique data collection used is with analysis document , observation , and interviews . Techniques and methods This is required to collect and process the data obtained from the field so that the expected study walk with smoothly and systematically . As for inside analysis in the field, This researcher used the Miles, Huberman, and Saldana model. Deep data analysis study qualitative done at the time data collection takes place, and after finished deep data collection period certain. Miles, Huberman and Saldana (Miles, Huberman, & Saldana, 2014) also revealed that data analysis is activities carried out in a way interactive and ongoing way Keep going continuously until finished , so the data Already boredom , activity in data analysis , namely data condensation, data display, and conclusion drawing/verification.

RESEARCH RESULT

PT Pupuk Indonesia (Persero) is one of them producers of fertilizer largest in Asia. PT Pupuk Indonesia (Persero) Group consists from company fertilizers and pesticides , companies product chemistry , support industry , and company logistics and trade . Moment PT Pupuk Indonesia (Persero) owns this capacity production amounting to 22 million tons per year consisting of of 14 million tons of fertilizer per year , and 8.6 million tons of ammonia and products other . Indonesian fertilizer also plays a role with a focus on five strategic pillars, including: focus on customers, focus on research and innovation, excellence in operational and chain supply , optimization and security material standard , as well continuity companies and the economy circular .

PT Pupuk Indonesia (Persero) is a leader world-class in research and innovation. PT Pupuk Indonesia (Persero) products protect investment farmers and produce plant quality tall. Besides provide fertilizer quality high , PT Pupuk Indonesia (Persero) also helps farmer control and eradicate pest with pesticide best . Pesticides that PT Pupuk Indonesia (Persero) produces are pesticide friendly and good environment or ecosystem agriculture, as an investment valuable for the farmers.

On research, This locus research chosen by the researcher is Department Region 1 Sale, p This was chosen Because exists wide distribution in a way geographic causes working employeesinside it Work in a way separate , for That challenge from facet communication interesting For seen How communication corporation capable build connection existing employeesin the Department Region 1 Sales for always awake and steady felt near in a way emotional although adrift long distance .

In research that has been carried out by researchers for 4 months, covering May arrives with August 2023 opening Lots matter new for the

researcher . After doing this method of data collection Interview, which is followed at the same time with the observation of objects and subjects studied as well as equipped with documentation To strengthen the foundation and truth phenomenon in a way factual.

As those the researcher explain in CHAPTER III, researcher do interview with a number sources in it there is informant key and informant supporters who from results interview obtained can developed as finding data research that researchers do it at PT Pupuk Indonesia Sales Region 1.

By general researcher find that in operate activities at PT Pupuk Indonesia Sales Region 1 using communication corporation as tool swap information through spread distance throughout SUMBAGUT. As for the inside study This researcher found that PT Pupuk Indonesia Sales Region 1 is running a communication corporation with applied activity connection employee For can realize connection Good employees , p This researcher get it through interview together the informants concerned with issues in research This as well as observations and documentation carried out .

Communication Corporation in PT Pupuk Indonesia Department Region 1 Sales

Without realized in a communications company hold very important role important . The existence of communication internal corporation is viewed as if No is something important, however examined more carry on communication is heart from something Corporation That Alone . That matter is strengthened with the fact that the move channel information on the company and its smooth running internal coordination company is formed from success communication corporation That Alone.

From the results interviews and observations that have been made carried out by researchers , which is carried out in communication Corporations also joined in happens, like Communication Downward (Downward Communication), Communication to up (Upward Communication), and Horizontal Communication (Horizontal communication) and viewed as something things that are essential for the realization of good internal relations between employees and continuous. With did it communication downwards (Downward Communication). thoroughly and with sufficient frequency all make existing employees in the field feel noticed and given support full of leadership, with so can do work with good and results that reach targets. With existing communication upwards (upward communication) then the leader can know How the situation Work existing employees below , p This required For make planning in a way management For increase performance , be material evaluation to the issues that have been happen even become material consideration For prepare management issue To use anticipate possible issue just happen later day .

One of the supporting events the way this horizontal communication in a way fluent is family gathering activities. Activity This Not only can intertwine inter- -horizontal communication with fellow employees of PT Pupuk Indonesia Sales Region 1 but also brought impact better that's more broad , which is each family can each other know and communicate .

Horizontal communication is carried out

On the agenda can build internal relationships between existing employees in PT Pupuk Indonesia Sales Region 1, how? No impact from a family gathering agenda was held in a way periodically can bring development fast from intensity Internal relations between employees at PT Pupuk Indonesia Sales Region 1.

The impact from did it communication corporation in a way comprehensive bring impact Good for the Company. Impact both presentas output from implementation communication corporation This is increasing quality internal relations within PT Pupuk Indonesia Sales Region 1, which opened doors other . With smooth communication that occurs and is built good relationship so will create an atmosphere healthy work . With an atmosphere of healthy work over Existing employees under PT Pupuk Indonesia Sales Region 1 will always Can operate his duties and obligations with Good .

PT Pupuk Indonesia Sales Region 1 also provides support by facilitating employees through the provision of momentum as a place where employees can carry out communication corporation , based results observation researcher chance in the form of this momentum can leads to things that belong to discussion that is formal and includes work and so on covers things outsidework informal .

Momentum is provided in diverse way , you can in a way direct through a platform that can bridge the way communication from their respective regions. No become obstacles For employees of PT Pupuk Indonesia for No do communication corporation. With support provided by PT Pupuk Indonesia Sales Region 1 can bring level internal relations between employees become one level more on from previously .

DISCUSSION

Communication is a basic need line life human , life No can walk without exists communication . Communication as tool swap information used every the day . No Far different with in the realm work , company environment also requires communication inside it as support main the way coordination .

Communication to Downward communication is the delivery process something the information being streamed from superior to subordinate in accordance with channel in something organization . In PT Pupuk Indonesia Sales Region 1 communications downward (downward communication) . join in carried out by the leader who is the VP of Sales Region 1 to all over employees on duty at PT Pupuk Indonesia Sales Region 1, both working in the office as well as in the field even though .

He did communication This aimed at leaders more easy in do taking decision , as for information conveyed by the leadership that is form instruction in implementation assignments , instructions work , convey Company policies and directions in procedure work .

Knowing that the communication corporation is holder role as means For build good internal relations in something company , then PT Pupuk Indonesia Sales Region 1 as much as possible Possible give comfort and convenience in his employees For operate communication corporation and accept information from

center to all sub-regions collectively equally especially from superior to nature of employees order capable melted down become something thing of value positive like support , and motivation to all over employee .

There are many ways to do it done For apply communication to the top from employee to leader as an Effort to build connection well, among other things as was done by PT Pupuk Indonesia Sales Region 1 employees, where although communication experiences obstacles in long distance However No can break Effort For launch communication corporation . This is also made easier blessing provision opportunity provided by PT Pupuk Indonesia Sales Region 1 so his employees can communicate corporation with comfortably, one of which also includes communication upwards (upward communication).

Coaching horizontal communication carried out by PT Pupuk Indonesia Sales Region 1 through agendas provided by the Company for intertwining internal relations between employees through communication corporation, p This was conveyed by the head of PT Pupuk Indonesia Sales Region 1 in an interview together researcher at the PT Pupuk Indonesia Office

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis that has been done researcher do in the field, researchers can conclude that communication organization at PT Pupuk Indonesia Region 1 Sales occurred with sustainable Development and maintenance efforts good internal relations between employees . Communication corporation carried out by PT Pupuk Indonesia Sales Region 1 in the form of communication downward communication is carried out as opener cycle communication through direction , providing training, rewarding and motivational programs to employees assigned by VP Sales Region 1. Next communication upward (upward communication) carried out by employees to his superior with various method To use welcome effort communication corporation carried out by superiors . This matter get around it with method do communication upwards (upward communication) through percentage performance, personal communication, and proof shaped performanceperformance . Furthermore For build more relationshipstable in the something corporations , Companies also support with holding a special program for fostering internal relations between employees which is carried out by means of family gatherings.

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