

ABSTRACT

PT Menara Indonesia uses business communications in coordinating training events. Distortion of business communication is a problem that arises in training event coordination activities at PT Menara Indonesia (M-Knows Consulting). This research aims to analyze distortions in the accuracy of PT Menara Indonesia (M-Knows Consulting) business communication messages in coordinating their training events. Researchers use the theory of Business Communication Factors according to Syubhan Akib, et al in the book Business Communication (2023) and Goldblatt Event Management (2013) and the analysis units of this concept are Accuracy Factors and Coordination Stages. This research uses a qualitative method with a descriptive approach. Data was collected through interviews with informants, as well as conducting non-participant observations at training events at PT Menara Indonesia (M-Knows Consulting). The research results show that distortions in business communication activities occur due to the accuracy of messages in using WhatsApp media as the preferred media and can cause sales profits to decrease because it can cause disruption in the coordination of training events which are their products.

Keywords : *Business Communication, Event Management, Event Training, Message Accuracy, Message Distortion.*