

## **ABSTRACT**

*In a company, employees' performance is judged to affect the quality and performance of a company. For that, employees or employees are always required to always learn as the development of technology and innovation of every company to become a company that is always superior. Especially for multi-finance companies, which are always growing and providing innovation to tie the hearts of consumers. Employees or employees are people who play an important role in the process of career development activities. Employee or employee must first have sensitivity to about the development of the company in which he works. An employee who will get the development must understand several aspects, one of which is to understand what knowledge, skills, and skills the organization needs from it. That is why training or training and career development is a way to make employees more control over what things should be controlled appropriate training period and career development associated with the position held by employees. Department of Human Capital Division of Learning Operation PT. BFI Finance Indonesia Tbk is responsible for accommodating the place where the participants do the training and the Learning Operation division has a Class Coordinator who is responsible for providing facilities to the trainees during the training. This study aims to determine the communication strategy of Class Coordinator in establishing communication to the trainees without any gaps. This research uses communication planning model Harold D. Lasswell and focus on communication elements Harold Laswell which has been developed and can be applied by Shannon and Weaver public communication system that describes the determination of communicator, audience understanding, message formulation, media selection, feedback acceptance, and evaluation which is conducted. This research uses descriptive qualitative method with case study which describe and multiply the problems that exist in this research. From the results of research known that communication strategy of class coordinator to trainee participant of PT. BFI Finance Tbk, in handling the position gap received positive response from the participants, as well as communication strategy of effective coordinator class in conducting class training class coordinator. The most effective communication strategy is direct communication to trainees*