

## **ABSTRACT**

*The importance of communication can be seen from the development of communication technology that becomes more innovative. Furthermore, to overcome the problem of time in communication, the advancement of communication technology can obscure geographical or regional boundaries. The emersion of electronic devices with their computerized system has caused communication technology to develop rapidly, for example is the development of smartphones and internet technology, which makes it easy for people to communicate without being limited by distance and time. The development of communication technology is also followed by the presence of various social media platforms that are widely used by individuals, groups, and organizations as communication media. One of the social medias that is oftenly used for communication and interaction by society, with no exception by many organizations, is WhatsApp. This research aims to understand the communication functions in organizations in Oriflame group chat on WhatsApp. This research uses qualitative approach with descriptive method. The data collecting techniques used in this research are participatory observation of the Oriflame group chat on WhatsApp, Interviews with 5 Informants who are members of the Oriflame group chat on WhatsApp. The research result shows that communication functions in organizations in Oriflame group chat on WhatsApp consists of 4 communication functions: informative function, regulative function, persuasive function, and integrative function, which aim to communicate Oriflame business.*

*Keywords: WhatsApp group chat, Oriflame, Communication Function in Organization*