

ABSTRACT

Valdo Inc is an outsourcing company and human resources provider. Valdo Inc is one of the best outsourcing companies in Indonesia and has many achievements. Within a company engaged in providing human resources, it certainly has a specific target audience. The target audience of Valdo Inc itself is user companies that are currently using the services of Valdo Inc and other companies that require the services of a human resource provider. Looking at the target audience primarily from user companies and other companies, the communication dimension used by Valdo Inc is external communication. External communication is carried out by Valdo Inc through various forms involving user companies. The concept used by researchers in this study is the dimensions of external communication and organizational communication channels. The research method used is a qualitative method through a case study approach. The purpose of this study is to find out what forms of external communication Valdo Inc uses through CRO to build relationships with their user companies. The paradigm used in this research is constructivism research. because researchers are trying to dig up information about the knowledge and experience of informants in conducting external organizational communication conducted by CRO in Valdo Inc. The results of this study are Valdo Inc. has conducted external communication activities and get good feedback from users. The organizational communication channels that Valdo Inc. uses are regular meetings and visits, presentations, talk shows, as well as via email and whatsapp.

Keywords: *External Communication, Organizational Communication, Valdo Inc., Dimensions of Organizational Communicatio Organizational Communication Channels.*