

ABSTRACT

Badan Eksekutif Mahasiswa Fakultas Komunikasi dan Bisnis is one of the faculty based executive student councils in Telkom University. Due to the Covid-19 pandemic, all technical activities for both academic and non-academic purposes held in Telkom University went through a great shifting. The practical shift to online-based activity happened for the sake of organizational sustainability. Previously, it was found that decreased motivation was felt by members due to the shifting from offline to online-based activities. This research aims to find out the organizational communications strategy used by Badan Eksekutif Mahasiswa Fakultas Komunikasi dan Bisnis in increasing member's motivation as well as its supporting and inhibiting factors. The qualitative method was used in this research with an interpretive descriptive approach. The data collection was carried out by interviews, observations, and structured documentations. The results from this research show that strategies based on predetermined phases were communicated by top-level management to members as an effort to increase their motivations. The top-level management also composed messages based on the human resources organizational approach to increase motives in need for achievement, need for power, and need for affiliation among the members, and conduct an evaluation to find out the supporting factors and also the inhibiting factors of the organizational communication strategy being implemented.

Key words: Communication Strategy, Organization, Human Resources Approach, Motivation.