

ABSTRACT

PT. Artikon Dimensi Indonesia is a private company that operates in the construction, goods and services sector. This study aims to describe the application of related communication in the coordination of development activities during the covid-19 pandemic carried out by PT. Artikon Dimensions of Indonesia and reviewed through organizational communication theory by Soemirat. Sources consisting of vertical, horizontal, and diagonal communication patterns. The type of research in this study is qualitative, with a case study approach using interview data collection methods to four informants consisting of key informants and key informants. The results of this study indicate that the application of vertical communication at PT Artikon Dimensi Indonesia has been carried out by the leadership and employees, using technology or face-to-face patterns. While horizontal communication at PT. The Indonesian Dimension Artikon has been carried out as much as possible by utilizing energy and tools or other communication media, so that development continues. Furthermore, digital communication is carried out by PT Artikon Dimensi Indonesia by making job reports to superiors or leaders in accordance with the given job.

Keyword: Application of Communication, Organizational Communication, activity coordination, Development Activities