

ABSTRACT

This study discusses the communication strategy of Digital Amoeba's organization in conducting coaching with startup tenants. The purpose of this study is to analyze what communication strategies are used by the Digital Amoeba team in achieving the company's goal of generating new revenue, in addition to seeing whether the Digital Amoeba company has implemented the concept of good corporate communication when carrying out a communication approach with startup tenants. This research uses a qualitative case study method where the researcher will provide an explanation or general description of how the Digital Amoeba process in carrying out the strategy to achieve company goals. The data collection technique used by the researcher is the method of observation, in-depth interviews with four informants, and also documentation. Based on research, Digital Amoeba uses the concept of organizational communication strategy which is supported by formal and formal communication research styles. Another communication strategy used by Digital Amoeba is Monitoring and Evaluation activities. Finally, the researcher concludes that the communication strategy used by Digital Amoeba is quite good and has succeeded in achieving the company's main goal, which is to generate new revenue for the company.

Keywords: Corporate Communication Strategy, Tenant Startup, Business Incubator.