

ABSTRACT

According to a survey conducted by Internet World Stat in 2021 that internet user in Indonesia reached 212,35 million and ranked 15 in all asia and will always be growing, and in which majority people that has been using the internet is social media, and according to Survey Centre of Indonesia that Whatsapp is the most used social media. Whatsapp has been used in most company for the organizational communication but researcher in particular curious about social media Whatsapp used for organizational communication for government office ATR/BPN Palembang region. The purposed of this research is to find how efective of using Whatsapp in organizational communication among the office worker in ATR/BPN Office Palembang region. Research method that being used is quantitative with writing technique descriptive. The variable of this research have 6 indicator which is aspect of duty, aspect of planning, aspect of provision, aspect of purpose, aspect of individual and aspect of communal. 61 sample has been conducted with probability sample technique that been applied. The result of this research found that social media Whatsapp is efective for organizational communication for office worker in ATR/BPN Office Palembang region, with 3,04 score and continuum line in between 2,50-3,25 interval line with the highest aspect of communal and the lowest aspect of duty. Advice for ATR/BPN Office that realized the potential of using Whatsapp for organitazional communication and for reference for other ATR/BPN Office that located in other part of Indonesia.

Keywords: Organizational Communication, Whatsapp, Effectiveness, Aspect, Internet