

## ABSTRACT

*A startup business is becoming an organization that is experiencing a significant increase in Indonesia, this is related to the most important element in an organization, namely HR as the driving force of an organization. gamification is managed by four people consisting of Zenza rahman, Hedarsyah aditya, Sharmilla Alexandri and Rizky Aditya as permanent employees along with two part-time workers, namely Ayes Saufa and Rizky Noerachman. in the startup itself, so it is necessary to know organizational communication in seeing the effectiveness of communication between employees. This makes the author's interest to conduct a study entitled Analysis of Organizational Communication in Everidea Education startup. This study aims to determine the flow of communication in Everidea Education. The method used in this study is descriptive qualitative. Data collection was carried out by observation, interviews and documentation. The author conducted interviews with six informants, namely employees and one expert informant, namely an expert in the field of organization. is effective Organizational Communication, each project is fixed with OKR (Object Key Result) and also what is done can be appropriate and also the trello tools, so that the transparency of employee work can be seen directly. the employees are friendly and hold activities outside the office so they can get to know each other personally.*

**Keywords: Organizational communication, Coordination, startup**