

ABSTRACT

Organizational communication is part of the conception of interpersonal development, both verbal and non-formal related to the delivery of messages in a network of relationships or organizations. That is why organizational communication has an important role in determining the level of progress of an organization or company. This study aims to answer how employee organizational communication at PT. Proxi Jaringan Nusantara of Batam region. This study uses organizational communication theory and communication effectiveness theory. Then the research method used is descriptive qualitative with secondary data collection techniques supported by observation and interview techniques. The results showed that the organizational communication of employees at PT. Proxi Jaringan Nusantara of Batam region shows an egalitarian pattern. Company leaders, company management to employees can carry out cross-structural communication effectively without feudalistic boundaries which play an important role in the form of efforts to convey ideas and ideas through direct communication or through indirect communication using social media which has succeeded in having a positive impact on survival company operations and progress. Employee organizational communication at PT. Proxi Jaringan Nusantara of Batam region is influenced by internal factors, namely the influence of individual factors including region, educational background, culture and others, as well as external factors, namely work environment, circle of friends, mastery of social media and others. This condition affects organizational communication structurally, both vertically, namely communication between strata/positions or horizontally, namely communication between employees in the same job position, then the impact and achievement of employee organizational communication at PT. Proxi Jaringan Nusantara of Batam region is the achievement of effective communication which is marked by employee loyalty and the company's growing development in terms of the operational area coverage or company profits/company turnover which has been achieved exceeding predetermined targets.

Keyword: *Organizational communication, communication effectiveness, organizational communication of PT. Proxi Jaringan Nusantara*