

ABSTRACT

This research aims to analyze communication strategies undertaken by the Immigration Information and Communication Technology Section (TIKIM) in socializing autogate machine technology facilities at Soekarno-Hatta International Airport because the Immigration Information and Communication Technology Section (TIKIM) has an important role in the field. Modernizing immigration services in Indonesia. The research method used was qualitative with a case study approach, where primary data was collected through in-depth interviews with informants. Research results show that TIKIM selects communicators with high credibility, in-depth knowledge of autogate machine facilities, and good communication capabilities. The communication strategy that is implemented includes several stages such as determining target targets involving domestic and international passengers, delivering messages through various media such as banners, information boards, video tutorials, and direct communication by officers. The selection of diverse media, including social media and the airport's official website, ensures that information can reach a wide and diverse audience. Evaluation of the effectiveness of communication strategies was conducted through passenger satisfaction surveys and user data analysis, which showed significant improvements in the use of autogate engines and positive feedback from passengers.

Keywords : *Organizational Communication; Autogate Engine; TIKIM.*