

## **ABSTRACT**

*The implementation of good corporate communication in a groupthink within the department plays an important role in maintaining and enhancing the company's image. The assumption of perceived division differences among department members indicates the formation of groupthink. This research aims to understand the decision-making process through groupthink conducted by the Corporate Secretary & External Relations Department of PT IPC Terminal Petikemas and to identify management steps and corporate communication strategies in maintaining the company's positive image. This research use a qualitative method with an interpretive paradigm. The research informants consist of six individuals, with data collected through semi-structured interviews and literature studies. The results show that the factors contributing to groupthink in the Corporate Secretary & External Relations Department of PT IPC Terminal Petikemas include group stress which comes from external factors that trigger increased internal pressure within the team. Arguments among department members due to the desire to defend their respective opinions also indicate the formation of group stress. High cohesiveness within the department leads to positive values, where cooperation and close relationships foster collaboration and active participation from department members. In this research, the department head functions as a balancer and plays a crucial role in enhancing team performance, ensuring that the decision-making process within the Corporate Secretary & External Relations Department is always conducted democratically to maintain the image of PT IPC Terminal Petikemas.*

**Keywords:** *brand image, corporate communication, group communication, groupthink theory*