

ABSTRACT

This research is motivated by the challenges faced by the Public Relations of BRIN KST Samaun Samadikun, especially related to overlapping roles and irregular coordination flows that have the potential to hinder work efficiency. Although the organizational structure has been established, in practice there are still overlapping authorities that cause confusion in carrying out tasks. This study aims to determine how the organizational communication climate is implemented in the Public Relations of BRIN KST Samaun Samadikun based on the five dimensions of Redding's theory, namely Supportiveness, Participative Decision Making, Trust/Confidence/Credibility, Openness & Candor, and High Performance Goals. The approach used is qualitative with a case study method, and data collection techniques in the form of in-depth interviews and observations. The results of the study show that the supportiveness dimension dominates the work atmosphere and encourages the formation of open and collaborative relationships. However, the lack of clarity in the division of roles causes overlapping responsibilities, which indicates that the implementation of the High Performance Goals dimension is not optimal. These findings are an important reference in designing an organizational communication strategy that is balanced between aspects of interpersonal relationships and structured work systems.

Keywords: *Public Relations, Organizational Communication Climate, Supportiveness*