

ABSTRACT

The rapid growth of family businesses managed by Generation Z in the post-pandemic era became a significant focus of this study. Using a qualitative case study approach, this research explored how family communication patterns supported business success in Jakarta. The findings revealed that open and supportive communication facilitated active participation of Generation Z, particularly in digital innovation and marketing strategies. They assumed strategic roles, indicating a shift in power dynamics and increasing intergenerational trust. A supportive family environment fostered creativity, independence, and emotional solidarity. Nevertheless, challenges such as role ambiguity and dual leadership persisted. The study concluded that the quality of interpersonal communication within the family served as a crucial foundation for innovation, collaboration, and the sustainability of family businesses after the pandemic.

Keywords: *Family Communication Patterns, Family Business, Post-Pandemic, Generation Z, Business Success.*