

Analisis strategi komunikasi organisasi internal dalam sosialisasi kebijakan pada perusahaan multinasional (studi kasus : sosialisasi tata kelola perusahaan yang baik di Telin Group) = The analysis of internal organization communication strategy policy in a multinational corporation case study socialization of good and corporate governance policy / Putri Rianda Anugre

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Abstrak

[Tesis ini menganalisis komunikasi internal pada organisasi perusahaan multinasional dalam konteks manajemen komunikasi yang didasarkan pada faktor penentu dan faktor penghambat komunikasi yang efektif (Lesley, 1991) serta menganalisis strategi komunikasi yang dilakukan organisasi dalam rangka sosialisasi Good Corporate Governance (“GCG”). Studi ini mengangkat kasus perusahaan multinasional yaitu Telin Group, yang mensosialisasikan kebijakan di anak perusahaan dengan dua perbedaan karakteristik. Penelitian ini menggunakan pendekatan kualitatif dengan perolehan data melalui wawancara mendalam, studi dokumen dan kepustakaan. Hasil akhir dari studi ini menunjukkan bahwa komunikasi organisasi internal adalah sangat penting dan jelas dibutuhkan dalam sebuah organisasi untuk mencapai tujuan-tujuan organisasi. Komunikasi internal yang dikelola dan diorganisasikan secara baik dapat membantu organisasi dalam menciptakan iklim komunikasi yang baik dan kondusif; This thesis analyzing internal communication on the multinational corporations to take the socialization Good Corporate Governance (“GCG”) at PT Telekomunikasi Indonesia International group and 2 subsidiary company Telin Malaysia dan Telin Timor Leste. In terms of management of communications based on decisive and a barrier aspect to effective communication presented by Lesley (1991) and also analyzed the communications strategy within the socialization of the GCG. This study took the case to the multinational companies that TELIN Group, where the parent policy socialize the group policy in subsidiaries, studied company profile is divided into companies that are in the countries that already have good rules of corporate governance and in countries that do not have corporate governance rules. This study used a qualitative approach and descriptive analysis. Data were obtained through in-depth interviews , a number of valuable dokunmen , and literature study . At the end result of this study showed that internal organizational communication is very important and clearly needed within an organization to achieve organizational goals . Internal communications are managed and well organized can help organizations to create a climate of good and conductive communication., This thesis analyzing internal communication on the multinational corporations to take the socialization Good Corporate Governance (“GCG”) at PT Telekomunikasi Indonesia International group and 2 subsidiary company Telin Malaysia dan Telin Timor Leste. In terms of management of communications based on decisive and a barrier aspect to effective communication presented by Lesley (1991) and also analyzed the communications strategy within the socialization of the GCG. This study took the case to the multinational companies that TELIN Group, where the parent policy socialize the group policy in subsidiaries, studied company profile is divided into companies that are in the countries that already have good rules of corporate governance and in countries that do not have corporate governance rules. This study used a qualitative approach and descriptive analysis. Data were obtained through in-depth interviews , a number of valuable

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