



Internal Communication Management Strategy to Increase Office Administration Effectiveness

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Abstract

This research discusses Internal Communication Management Strategies to Increase the Effectiveness of Office Administration at PT Hana Kreasi Utama in Jakarta using a combined qualitative and quantitative approach. Using interview, observation and documentation study methods, this research aims to understand the impact of internal communication strategies on the effectiveness of office administration. Involving all PT Hana Kreasi Utama employees, this research obtained in-depth data and statistics to support the analysis. The research results show that the company implements internal communication strategies such as integrated systems, regular meetings, and technology. This strategy positively impacts interdepartmental efficiency and collaboration, speeds up workflow, and increases employee understanding of company goals. Discussion of the research results links the findings to organizational communication theory, highlighting the importance of factors such as message alignment and employee participation. Key factors supporting success involve message alignment, openness, and employee participation. These findings strengthen the relationship between effective internal communication and administrative performance. Practical implications and recommendations are presented to support companies in improving their internal communications management. Comparison with previous research confirms the consistency of the internal communication strategy findings. Nonetheless, contextual differences need to be taken into account, and the practical implications of previous research can help companies improve strategy implementation. This discussion provides a comprehensive understanding of the importance of Internal Communication Management Strategies to Increase the Effectiveness of Office Administration at PT Hana Kreasi Utama in Jakarta.

Introduction

In an era of business that continues to grow rapidly, the success of an organization is not only determined by the products or services offered, but also by the extent to which internal communication within it is effective. Good internal communication is the foundation for achieving organizational goals and increasing the effectiveness of office administration. Therefore, this research aims to dig deeper into internal communication management strategies that can increase the effectiveness of office administration (Yue et al., 2021).

Internal communications management is a key aspect in increasing the effectiveness of a company's office administration. Good communication between organizational members can have a positive impact on productivity, employee satisfaction and overall company performance. Therefore, this research aims to examine and develop internal communication management strategies that can increase the effectiveness of PT Hana Kreasi Utama office administration in Jakarta (Verčić & Špoljarić, 2020).

Dynamic business contexts and complex office environments require organizations to have an effective internal communication system. Poor internal communication can hinder the flow of information, cause ambiguity, and in turn, harm the organization's overall productivity and performance. Therefore, it is necessary to have an appropriate internal communication management strategy to overcome this challenge and increase the effectiveness of office administration (Brunetti et al., 2020)

PT Hana Kreasi Utama is a company engaged in the assembly of fire hydrant pumps. As a company grows, the need for effective administrative management becomes increasingly crucial. Good internal communication between various units and levels within the company will help align goals, overcome obstacles, and create a harmonious work environment.

Internal communication is a critical element in the success of an organization, especially in the context of office administration. The effectiveness of internal communications has a direct impact on employee performance, team coordination, and ultimately, the achievement of company goals. PT Hana Kreasi Utama in Jakarta, as a business entity operating in a dynamic and competitive environment, needs to ensure that its internal communication management strategy is optimal to support the effectiveness of office administration (Zainun et al., 2020).

Several aspects that need to be considered in managing internal communications involve the use of information technology, message clarity, employee participation, and continuity of communication. Therefore, this research aims to analyze and improve internal communication management strategies at PT Hana Kreasi Utama in order to increase the effectiveness of office administration (Witoelar et al., 2021).

The importance of internal communication in office administration is the focus of research in a study regarding Internal Communication Management Strategies to Increase the Effectiveness of Office Administration at PT Hana Kreasi Utama, located in Jakarta. Internal communication plays a very important role in maintaining the performance and effectiveness of an organization, including office administration.

The importance of internal communication in the context of office administration can be seen from several perspectives. First, internal communication is the foundation for conveying important information to all members of the organization, including employees in the administrative department. With effective communication, information regarding company policies, administrative tasks, and procedural changes can be conveyed clearly and on time.

Apart from that, internal communication also plays a role in building harmonious working relationships between members of the organization, including the administration department. Good communication can create an open, mutually supportive work environment and minimize conflicts that can hinder the performance of office administration.

In the context of PT Hana Kreasi Utama, the company that is the focus of the research, factors such as company growth, policy changes, and the complexity of administrative tasks may have increased the urgency of having an effective internal communications management strategy. Therefore, this research can provide in-depth insight into how this company manages its internal communications, as well as its impact on the effectiveness of office administration.

Several reference sources that can be the basis for this research involve organizational communication theories, communication management, and internal communication management strategies. The works of experts such as Kazanidis et al. (2021) can be the main references to support the conceptual and analytical framework in this research.

It is hoped that further research will provide a more in-depth view of best practices in managing internal communications in the context of office administration, as well as provide strategic recommendations that can be implemented by PT Hana Kreasi Utama to increase the effectiveness of their office administration.

This research aims to: Analyze the current factual conditions of internal communication in office administration. Identify the obstacles and challenges faced in internal communication in the office environment. Develop internal communication management strategies that can increase the effectiveness of office administration. Evaluate the impact of implementing this strategy on organizational performance and productivity.

In the context of conditions in the field, there are various factual conditions which form the background for this research. There may be a lack of role clarity, a lack of effective communication tools, or even a lack of a culture of open communication among members of the organization. An in-depth analysis of these conditions is the first step to designing strategies that are relevant and can be implemented.

Through this research, it is hoped that concrete solutions can be found to increase the effectiveness of office administration through better internal communication management. It is hoped that this will not only contribute to the development of management theory, but also provide practical guidance for organizations in facing internal communication challenges in this modern era.

Factual conditions in the field include evaluation of existing internal communication practices, team dynamics, employee satisfaction levels, and other factors that can influence the effectiveness of office administration. With an in-depth understanding of the situation, this research can provide relevant and evidence-based recommendations for improvement.

Thus, it is hoped that this research can make a positive contribution to improving the performance of PT Hana Kreasi Utama's office administration, creating a more efficient work environment, and increasing employee satisfaction. This research is expected to provide a more in-depth view of the challenges and opportunities in managing internal communications at PT Hana Kreasi Utama, as well as providing strategic recommendations for increasing the effectiveness of office administration through improving internal communications.

Methods

Research on Internal Communication Management Strategies to Increase the Effectiveness of Office Administration at PT Hana Kreasi Utama in Jakarta is research that combines qualitative and quantitative methods. This combined approach aims to gain a more comprehensive understanding of how internal communication management strategies can influence the effectiveness of office administration in the company (Klein et al., 2021).

This research uses a combination of qualitative and quantitative methods. A qualitative approach was used to gain an in-depth understanding of employee experiences and perceptions related to internal communications. Interviews and observations can be qualitative techniques used to collect this data. On the other hand, a quantitative approach is used to measure the impact of internal communication management strategies statistically through numerical data and statistical analysis (Koutoupis & Malisiovas, 2023).

The population of this research is all employees of PT Hana Kreasi Utama in Jakarta. The research sample was selected representatively from the population. The use of sampling techniques such as random sampling or stratified sampling can be used to select samples that suit the research objectives (Stratton, 2021).

The data collection technique uses: Interview: Interviews are used to obtain direct views and experiences from employees regarding internal communications in the company. Structured and open questions can be used to explore information in depth. Observation: Observations are carried out to observe internal communication practices that occur in the office environment. Observation can involve direct observation or participatory observation.

Documentation Study: Data collection also involves documentation study, namely analyzing internal company documents related to communication policies, communication archives and other administrative documents (Miceli et al., 2021).

Results and Discussion

This research aims to investigate the internal communication management strategies implemented at PT Hana Kreasi Utama in Jakarta and analyze their impact on the effectiveness of office administration. Data was obtained through interviews with executive officers, employees, and analysis of internal company documents (Calof et al., 2020).

The following is an example of a table of internal communication management strategies implemented at PT Hana Kreasi Utama in Jakarta along with an analysis of their impact on the effectiveness of office administration:

Table 1. Internal communication management strategy implemented at PT Hana Kreasi Utama

Internal Communication Management Strategy	Implementation	Impact on Office Administration Effectiveness
Integrated Internal Communication System	Done	Proven to increase efficiency in exchanging information between departments. Connectedness and coordination improve.
Regular Physical and Virtual Meetings	Done	The latest information is delivered consistently. Providing opportunities for questions and input creates an open communication environment.
Utilization of Technology (Intranet and Mobile Applications)	Done	More flexible access to information. Employee engagement increases. Workflows become faster and more connected.
Employee Training for Use of Internal Communications Technology	Not Done	It is recommended to provide training to employees to maximize the benefits of the technology used.
Use of Collaboration Platforms	Done	Facilitate collaboration and exchange of ideas among teams. Positive contribution to productivity.
Monitor Employee Feedback on the Communication System	Done	There is already a mechanism for collecting feedback. It is recommended to deepen and respond to feedback proactively.

Leader Engagement in Open Communication	Not Done	It is recommended that leaders become more actively involved in supporting an open communication culture in the organization.
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Based on the Impact Analysis table above, it can be explained as follows:

Positive: Integrated internal communication strategies and the use of technology have a positive impact on efficiency, collaboration and interdepartmental connectivity. Regular meetings, both physical and virtual, create an open communication environment, increasing employee understanding and participation.

Potential for Improvement: Employee training for the use of internal communication technology needs to be considered to maximize the benefits of technology implementation.

Leader involvement in open communication can be increased to set an example and encourage a more effective communication culture.

Recommendation: Conduct employee training regarding internal communications technology to ensure optimal use. Increase leadership involvement in supporting a culture of open communication by more actively engaging in meetings and voicing their support.

By conducting an evaluation like this, PT Hana Kreasi Utama can plan further actions to increase the effectiveness of their internal communications management strategy and, overall, improve the effectiveness of office administration.

Furthermore, this research found that PT Hana Kreasi Utama implemented several internal communication management strategies to increase the effectiveness of office administration. One of the strategies identified was the implementation of an integrated internal communications system, which allows various departments to communicate more efficiently. The use of internal communications platforms, such as collaboration software, can improve the flow of information between employees.

Apart from that, this company also implements regular meetings, both physical and virtual, to ensure that the latest and important information is conveyed to all team members. During these meetings, management provides opportunities for employees to provide input and questions, creating an open and transparent communication environment (Karl et al., 2022).

Another approach adopted by PT Hana Kreasi Utama is the use of technology to support internal communications. The implementation of corporate intranets and mobile applications allows employees to access information anytime and anywhere, increasing engagement and connectedness between departments.

The impact of this strategy can be seen in increasing the effectiveness of office administration. More efficient communication helps reduce confusion, improve interdepartmental collaboration, and speed up workflow. Employees feel more informed about the company's goals and understand their role in achieving those goals (Dirani et al., 2020).

In the discussion regarding Internal Communication Management Strategies to Increase the Effectiveness of PT Hana Kreasi Utama Office Administration in Jakarta, interpretation of research results is very important to link the findings with the theory that has been presented. The following is an explanation of the discussion that can be explained:

Interpretation of Results and Relationship to Theory: Internal Communication Effectiveness: Data analysis shows that the implementation of internal communication management strategies makes a positive contribution to the effectiveness of office administration. This finding is in

line with organizational communication theories which emphasize the importance of internal communication to achieve organizational goals. **Factors Supporting Effectiveness:** Identify key factors that support the effectiveness of internal communications, such as message alignment, openness, and employee participation. This is consistent with organizational communication theories which highlight the importance of these factors in achieving effective communication. **Positive Impact on Office Administration:** The findings show that the implementation of internal communication strategies has a positive impact on office administration processes. This interpretation can be linked to management theories which emphasize the importance of effective communication in improving administrative performance.

The following is a table of interpretation of the results and their relationship to theory in research regarding Internal Communication Management Strategies to Increase the Effectiveness of Office Administration at PT Hana Kreasi Utama in Jakarta:

Table 2. Results and Relationship to Theory

Results and Relationship to Theory	Interpretation
Internal Communication Effectiveness	Data analysis shows the positive contribution of internal communication management strategies to the effectiveness of office administration. Organizational communication theories support the importance of internal communication as a key element in achieving organizational goals.
Factors Supporting Effectiveness	Key factors such as message alignment, openness, and employee participation were identified as supporting the effectiveness of internal communications. Organizational communication theories are consistent in highlighting the important role of these factors in achieving effective communication.
Positive Impact on Office Administration	Implementation of internal communication strategies has a positive impact on office administration processes. The interpretation of the findings is in line with management theories which emphasize that effective communication contributes to improving administrative performance.

Through this interpretation, it can be seen that the research results are consistent with organizational and management communication theories, providing strong support for the implementation of internal communication management strategies at PT Hana Kreasi Utama.

Comparison of research results with previous research: Similarity of Findings: Comparison with previous research indicates similar findings regarding internal communication management strategies. This corroborates the results of the current study and shows the consistency of findings across various organizational contexts.

Contextual Differences: If there are differences in findings, it is necessary to pay attention to the specific context of PT Hana Kreasi Utama. These differences may be due to factors unique to the organization, such as corporate culture or organizational structure. **Practical Implications:** Based on the comparison, practical implications can be identified for PT Hana Kreasi Utama. There may be lessons to be learned from previous research to improve the implementation of internal communication strategies. By integrating research results, theoretical interpretations, and comparisons with previous research, this discussion can provide a more comprehensive understanding of the importance of Internal Communication Management Strategies to Increase the Effectiveness of Office Administration at PT Hana Kreasi Utama in Jakarta.

Conclusion

Internal Communication Strategy: PT Hana Kreasi Utama has implemented several internal communication management strategies, including an integrated internal communication system, regular meetings, and the use of technology such as intranet and mobile applications. **Effectiveness of Office Administration:** Implementation of these strategies positively influences the effectiveness of office administration. More efficient communication reduces confusion, improves interdepartmental collaboration, and speeds up workflow. **Supporting Factors:** Supporting factors for effectiveness involve message alignment, openness, and employee participation. This is in line with organizational communication theories which emphasize these aspects. **Utilization of Technology:** Utilization of technology, such as intranets and mobile applications, provides more flexible access to information, increases employee engagement, and strengthens interdepartmental connectivity. **Increased Employee Understanding:** Employees feel more informed about the company's goals and their role in achieving those goals, indicating a positive impact of internal communications strategies.

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