

ABSTRAK

Anggressya Moscana : Kegiatan *Human Relations* PT. Eksonindo Multi Product Industry Bandung melalui Komunikasi Internal (Analisis Deskriptif pada PT. Eksonindo Multi Product Industry Bandung)

Kegiatan *Human Relations* menjadi strategi penting dalam menciptakan lingkungan kerja yang harmonis dan sinergis. Kegiatan *Human Relations* tidak luput dari peran komunikasi internal dalam membantu organisasi untuk menjaga keterbukaan, menumbuhkan kepercayaan, serta menciptakan lingkungan kerja yang sehat guna mendorong tercapainya tujuan bersama. PT. Eksonindo Multi Product Industry (EMPI) merupakan sebuah perusahaan yang bergerak di bidang manufaktur yang menjalankan kegiatan *Human Relations* sebagai upaya perusahaan dalam membangun hubungan kerja yang sehat.

Penelitian ini bertujuan untuk mengetahui kegiatan *Human Relations* PT. Eksonindo Multi Product Industry melalui Komunikasi Internal menggunakan konsep komunikasi internal yang dikemukakan Rosady Ruslan. Konsep komunikasi internal ini terdiri dari tiga elemen, yaitu komunikasi internal vertikal, komunikasi internal horizontal, dan komunikasi internal diagonal. Penelitian ini menggunakan paradigma konstruktivisme dengan metode penelitian deskriptif kualitatif yang mendeskripsikan secara rinci dengan mengumpulkan data melalui wawancara mendalam dan observasi pasipatori pasif.

Hasil penelitian ini menjelaskan bahwa kegiatan *Human Relations* PT. Eksonindo Multi Product Industry melalui komunikasi internal meliputi: (1) Komunikasi internal vertikal mencakup kegiatan *Kick Off*, *Coffee Morning*, *Training SHARE*, Sesi Arahan *Outing*, dan *Reward* Fasilitas Ibadah Spiritual, (2) Komunikasi internal horizontal mencakup kegiatan *Coffee Morning*, (3) Komunikasi internal diagonal mencakup kegiatan *Lazy Night*, Acara Kemerdekaan 17 Agustus, Acara Berbuka Puasa Bersama, *Outing*, dan Acara Akhir Tahun.

Berdasarkan hasil penelitian dapat disimpulkan bahwa kegiatan *Human Relations* dapat menjaga hubungan yang sehat, harmonis, dan koordinatif antara perusahaan dan karyawan sehingga dapat terbangun suasana kerja yang saling menghargai, meningkatkan rasa kebersamaan, dan meminimalisir tingkat stres karyawan dalam pekerjaan.

Kata Kunci : *Human Relations*, Komunikasi Internal, Komunikasi Vertikal, Komunikasi Horizontal, Komunikasi Diagonal

ABSTRACT

Anggressya Moscana : Human Relations Activities of PT. Eksonindo Multi Product Industry Bandung through Internal Communication (Descriptive Analysis at PT. Eksonindo Multi Product Industry Bandung)

Human Relations activities are an important strategy in creating a harmonious and synergistic work environment. Human Relations activities cannot be separated from the role of internal communication in helping organizations maintain openness, foster trust, and create a healthy work environment to encourage the achievement of common goals. PT. Eksonindo Multi Product Industry (EMPI) is a company engaged in the manufacturing sector that conducts Human Relations activities as part of the company's efforts to build healthy working relationships.

This research aims to understand the Human Relations activities of PT. Eksonindo Multi Product Industry through Internal Communication using the internal communication concept proposed by Rosady Ruslan. This internal communication concept consists of three elements, namely vertical internal communication, horizontal internal communication, and diagonal internal communication. This research applies a constructivist paradigm with a qualitative descriptive research method that describes in detail by collecting data through in- depth interviews and passive participant observation.

The results of this research explain that the Human Relations activities of PT. Eksonindo Multi Product Industry through internal communication include: (1) Vertical internal communication includes activities such as Kick Off, Coffee Morning, SHARE Training, Outing Direction Sessions, and Spiritual Worship Facility Rewards, (2) Horizontal internal communication includes Coffee Morning activities, (3) Diagonal internal communication includes activities such as Lazy Night, Independence Day Celebration on August 17, Breaking the Fast Together event, Outing, and Year-End Event.

Based on the research results, it can be concluded that Human Relations activities can maintain a healthy, harmonious, and coordinated relationship between the company and its employees, thus fostering a work environment of mutual respect, enhancing a sense of togetherness, and minimizing employees' stress levels at work.

Keywords: Human Relations, Internal Communication, Vertical Communication, Horizontal Communication, Diagonal Communication