

ABSTRAK

PT Fajar Utama Karya (Faka) merupakan top 5 perusahaan konstruksi di Kabupaten Brebes yang menangani proyek skala nasional. Pertumbuhan sektor konstruksi yang semakin pesat menuntut perusahaan konstruksi untuk meningkatkan kinerja organisasi. Penelitian ini bertujuan untuk mendeskripsikan proses komunikasi organisasi dan menganalisis strategi komunikasi organisasi PT Faka dalam membangun kinerja karyawan. Proses penelitian dilakukan menggunakan metode kualitatif dengan teknik pengambilan data observasi, wawancara dan dokumentasi. Hasil penelitian menemukan bahwa kegiatan komunikasi PT Faka dilakukan secara terbatas melalui WhatsApp grup, rapat insidental dan praktik pelaporan maupaun informasi masih menggunakan sistem manual, sehingga tertinggal dalam pemanfaatan media teknologi informasi. Indikator kinerja karyawan yang selama ini diterapkan antara lain: kecepatan, kualitas, kesesuaian target dan efisiensi kerja. Indikator tersebut belum diklasifikasikan secara khusus, sehingga sulit terukur. Strategi komunikasi organisasi untuk membangun kinerja karyawan disampaikan melalui pemberian motivasi kerja kepada karyawan. Bentuk motivasi kerja tersebut dilakukan dalam kebijakan perusahaan berupa pemberian *reward*, bonus, tunjangan hari raya dan pemberian fasilitas pelatihan terhadap pekerja.

Kata Kunci: komunikasi organisasi, konstruksi, kinerja, karyawan.

ABSTRACT

PT Fajar Utama Karya (Faka) is a top 5 construction company in Brebes Regency that handles national scale projects. The increasingly rapid growth of the construction sector requires construction companies to improve organizational performance. This research aims to describe the organizational communication process and analyze PT Faka's organizational communication strategy in building employee performance. The research process was carried out using qualitative methods using observation, interview, and documentation data collection techniques. The results of the research found that PT Faka's communication activities were carried out on a limited basis through WhatsApp groups, incidental meetings and reporting and information practices still used manual systems, so it was lagging in the use of information technology media. Employee performance indicators that have been implemented include speed, quality, suitability of targets and work efficiency. These indicators have not been specifically classified, so they are difficult to measure. Organizational communication strategies to build employee performance are delivered through providing work motivation to employees. This form of work motivation is carried out in company policy in the form of providing rewards, bonuses, holiday allowances and providing training facilities for workers.

Keywords: organizational communication, construction, performance, employees.