

Organizational Communication Management at PT. Paramount Enterprise International in Efforts to Increase Product Sales

Alfin Ortavian¹, Ahmad Toni^{2*}

Universitas Budi Luhur, Jakarta, Indonesia

E-mail : alfin.ortavian@gmail.com¹, ahmad.toni@budiluhur.ac.id^{2*}

ABSTRACT

Communication has grown widely and has entered all aspects as well as levels ranging from interpersonal communication to organizational communication. Communication management carried out by the leadership of PT. Paramount Enterprise International is basically an important point in today's market competition. It is known that during the Covid-19 Pandemic the sales level of PT. Paramount Enterprise International demonstrates stability. This shows that communication is going well between the implementing human resources both between leaders and subordinates, related divisions, and between staff. All parties in the company can understand the message from the company's leaders well, so that the company's goals expected by the company's leaders can be achieved. This type of research is descriptive with a qualitative approach, with data collection methods used namely through interviews and direct observation. Data collection techniques are carried out through data reduction, data presentation and drawing conclusions. The results of this study indicate that organizational communication management is very effective in providing appropriate information to all levels within the company. So that the purpose of PT. Paramount Enterprise International to increase sales can be understood by all members of the company, from the leader down to the grassroots. Organizational communication is carried out very directed and centered on one direction, namely the company leader. Through communication networks and organizational communication channels, it helps the overall dissemination of information.

Keywords: Organizational Communication, Leaders, and Communication Management

INTRODUCTION

In everyday life, humans are always required to build relationships between one another. Completely human nature combined from different cross-individuals, ethnicities, cultures, religions(Zahara, 2018). Whatever our activities, our work profession and wherever we are, interaction is very necessary. The ability to interact is always synonymous with the ability to communicate with people in the surrounding environment. There is mutual interaction for a specific purpose with the same concept of understanding then an organization is established(Katuuk et al., 2016).

Organization is a collection of people who have the same goal. Members of an organization work together, mutually support one another, so that organizational goals can be achieved.

Therefore, communication is one of the important elements in the organization, by which messages are conveyed from management to members and vice versa(Gutama, 2010). Therefore an organization will have five elements that must exist, namely (1) Leadership refers to a group of people who are actively involved in formulating doctrines and programs and directing their implementation and interaction with the environment, (2) Doctrine as a specification of values , objectives, and operational methods underlying the actions, (3) The program refers to certain actions related to the implementation of functions and services which are the output of the organization, (4) Resources are inputs: financial, physical, human, technological and information, (5) internal structure refers to the structure and processes held for the operation of



the organization and its maintenance(Firdaus et al., 2021).

In the business world, both small, medium and large scale, people who are in business communication (business people) cannot be separated from communication activities. Therefore, communication is a very important factor for achieving the goals of an organization. Business people can use various existing communication media, both traditional and modern as a means of conveying business messages. Communication is knowledge and skills that must be possessed in interacting and living among humans(Eternal, 2017).

The current development of economic activity has resulted in many new products and services emerging. On the one hand, consumers will be made happy by the increasing variety of consumption products to meet their needs, but on the other hand, consumers will certainly be increasingly confused about which products to consume. When consumers are confused, producers are competing to win consumers' attention by informing and offering their products so that they become winners in competitive markets.Lukitaningsih, 2013). In a company or business in various fields have a strategy, both marketing strategy to business communication(Shansis & Ratna, 2020).

From marketing to business communications, every company or business has a strategy. Communication is the process of conveying ideas and messages, as well as concepts aimed at other people. Business communication is also a broad term that includes all forms of communication directed at business activities(Rony & Panuju, 2018). Which also includes verbal and nonverbal communication. One of the processes or determinants of a company's process of getting better or advancing in various ways is strategy. There are various exposures to long-term plans in achieving company goals in Strategy(Judge, 2021).

Communication in relation to customers is a very important aspect for the continuity of the company's business, because the company will have a lot of contact with parties who have an

interest in the company's business activities, especially when dealing with stakeholders. With the communication between the company and the customer allows mutual coordination, orders, instructions, suggestions and opinions as well as the exchange of information quickly, precisely and clearly so that the company's goals and customer desires can be synergized within the framework of a mutually beneficial cooperative relationship.(Prihantono et al., 2018). This is of course a concern of all companies, including PT. Paramount Enterprise International which is engaged in the property sector in an effort to increase sales of its products.

It's not easy for PT. Paramount Enterprise International to continue to compete during this pandemic. This was stated by the Deputy Chairperson of DPP Realestat Indonesia that the Covid 19 pandemic had an impact on decreasing property sales by 50 to 60 percent. Under these circumstances, PT. Paramount Enterprise International strives to survive in the pandemic era and even sets a goal to increase sales. Communication management of the leadership of PT. Paramount Enterprise International is also an important point in communicating with the lower levels. Existing communication skills have a big influence on the messages conveyed not only to leaders from various related divisions, but also to the lower level, namely staff. All parties in the company can understand messages from company leaders well.

The achievement of company goals is reflected in the increase in the number of product sales. According to kompas.com in the article it was stated that the sales of PT. Paramount Enterprise International reached 755 billion for two commercial products. The increase in product sales was also revealed by Paramount Enterprise International's Marketing & Sales Director, Mr. M. Nawawi in Kompas.com who said that the company was able to sell 2,700 housing units during the Covid-19 pandemic. In the first quarter of 2021, PT. Paramount Enterprise International has posted total product sales of more than a quarter of its annual target of 2.6 trillion.



Based on the description above, this research will focus on describing how corporate organizational management on PT. Paramount Enterprise International in an effort to increase product sales. On the other hand, it will also be discussed how organizational communication with all its aspects is managed by PT. Paramount Enterprise International is an integral part of the company's organizational culture which makes it different from other property companies.

METHOD

Study conducted at PT. Paramount Enterprise International. This study uses a qualitative descriptive method with a case study approach. Just like Mama did (in Zulvayana, 2018) that descriptive research is research that aims to describe social, political, economic, and cultural phenomena. Data collection techniques commonly used in this type of quantitative research, according to Creswell (Supratiknya, 2015) in general and survey research designs in particular are various types of questionnaires and structured interviews. The type of data collection used is through observation and interviews with informants who are directly related to organizational management PT. Paramount Enterprise International in an effort to increase product sales.

Furthermore, data analysis is the process of systematically searching for and compiling any data obtained from the field, observations, and other materials, so that it can be understood and the findings can be informed to others. Data analysis is carried out by organizing data, breaking it into analysis units, synthesizing, compiling into patterns, selecting and sorting out important things to learn and then drawing conclusions. (Abubakar, 2021)

RESULT and DISCUSSION

There are many ways used by companies to continue to achieve their goals during the Covid-19 Pandemic by companies including PT. Paramount Enterprise

International. This is done with the aim that operational activities continue to run and be able to compete with other companies that are both engaged in the property sector. PT. Paramount Enterprise International is one of the companies that is able to achieve the company's goal of increasing product sales by conducting a series of organizational communications to inform the company's goals to all levels of company members from top to bottom. All members of the company know the goals to be achieved and these goals have been successfully achieved.

The following are the steps for managing organizational communication implemented by PT. Paramount Enterprise International in order to increase sales of its products starting from communication channels, communication networks, interpersonal communication processes, managing communication within the organization and involvement of company leaders. The organizational communication strategy is able to equate the views of all company members on the goals of the company so that all levels understand what must be done to achieve them.

Organizational Communication Flow

Organizational communication plays a role in creating the organizational culture of a company. From the communication that occurs, all parties get the same information so that it creates mutual understanding. Various opinions from experts who explain the flow of this organizational communication to achieve common goals, namely the goals of the organization or company. Redding and Sabborn (Professor, 2015) explains that communication within the organization is a complex receiving and sending of information that occurs in the organization.

Based on the results of the research conducted, it shows that the communication that occurs at PT. Paramount Enterprise International is centered on corporate leadership. The head of this company is the only source of information for



setting company goals and strategies. Downward communication is applied in this case to convey tasks, work orders, and future visions to set targets so that the company's goal of increasing sales can be achieved. Lewis (in Romadona & Setiawan, 2020) argues that downward communication is done to prevent misunderstandings due to lack of information also prepares changes for organizational members. Downward communication can also be used to achieve goals, change attitudes and form opinions.

The observation results also show that in several meetings with company leaders, the directors will receive duties and responsibilities that must be carried out from the leaders of PT. Paramount Enterprise International to support company goals so they can be realized properly. Meetings will be held within one year to set common goals. After that, the directors will carry out a strategy and implementation that can be used as a reference for the levels below.

Research also shows that directors will communicate downwards to each division they lead. This is so that the chain of command becomes centralized and each division has the same steps for the goals of the company. Within three months a meeting was held with the directors to discuss what had been achieved and evaluate what had been implemented. All performance is directed to be able to make a good contribution so that company goals can be achieved. The directors create programs for each of the divisions under them to support increased product sales. Like the operational director who oversees the after-sales division, namely Estate Management, all programs are directed so that consumers are served well. This means that if the customer service is excellent, the consumer will be satisfied and is expected to become an influencer for other potential customers. So that it can support product sales activities.

The function of the downward flow of communication, namely making work instructions, explaining a task that must be carried out, conveying applicable company rules also motivates company members. (Purwianto,

2012). On every occasion, namely during weekly meetings at religious events, namely weekly worship, the company leadership PT. Paramount Enterprise International provides work motivation at all levels. Also in each series of new product launch activities, the company leadership conveys what the company wants to achieve to all levels. So that all members of the company understand well what to achieve and what to do. Based on the description above, overall it can be said that PT. Paramount Enterprise International in an effort to achieve organizational goals and to increase product sales has implemented a good organizational communication flow which is all centered on the company's leaders. Both the directors and staff of the company make the leadership of the company the only source of information so that communication built within the company is clear and more organized so that efforts to increase product sales run as desired.

Organizational Communication Network

The communication network means that all efforts, elements and relationships that have been built by the company in terms of efforts to achieve organizational goals. The communication network in the organization is very important where the communication network is the exchange of messages between a number of people who occupy that position or role. This exchange of messages through a certain path is called a communication network. Through the communication network, it can be seen the lines of communication between the internal public of the organization which can really help see the efficiency of organizational communication (Professor, 2015).

The results of research in the field show that the communication network formed from the message source, namely the leader of PT. Paramount Enterprise International to various directors who are representatives of divisional leaders, namely in the form of a wheel. The communication that occurs is that each director representing each division communicates to all members of the division the tasks to be carried out to achieve company goals. Division members will report to the directors on the performance that has been carried out. The Board of Directors



will convey the results of the division's performance to the company leadership in a quarterly meeting.

On the other hand, observations also show that the communication network from PT. Paramount Enterprise International is centralized, the most central position facilitates the dissemination of information and receiving information. Information is controlled by one person, namely the company leader who is the axis of communication down to the lower level. Coordination is also carried out from superiors to subordinates within the division to carry out its functions, also from subordinates to superiors to communicate if there are problems in implementing tasks carried out to support company goals.

Based on these results, overall it can be said that the communication network built by PT. Paramount Enterprise International was able to encourage an increase in product sales made by the company amid the Covid-19 Pandemic that occurred today. This certainly proves that the management of communications built by companies that are external (outside) is running well and encourages the achievement of company goals.

Interpersonal Communication Process Within Organizations

The term interpersonal refers to the interaction between two or more people in an organization. When interpersonal behavior occurs, there are 4 orientations, namely: (1) I'm not okay, you're okay, (2) I'm not okay, you're not okay, (3) I'm okay, you're not okay, and (4) I'm okay, you okay. Interpersonal communication cannot be separated from communication between two or more people which is based on mutual acquaintance, respect, pleasure and comfort involving a limited number of people who already know each other, there is immediate reciprocity and mutual trust.(Hidayat, 2017).

The results of the research show that the organizational communication built by PT. Paramount Enterprise International involves communication between human resources, from company leaders to staff or employees below. PT Communication Paramount Enterprise

International is closely related to interpersonal communication between people in the organization. Interpersonal communication management is an important factor so that messages can be received properly and do not cause misunderstanding. The steps implemented by PT. Paramount Enterprise International is:

1. Use words that are easy to understand so as not to cause misunderstandings between the two parties. Words are customized by company leaders according to who is spoken to. When speaking at the lowest level, words are conveyed in the form of everyday conversation so that it is easy to understand the intent and purpose. In fact, not infrequently the leaders of PT. Paramount Enterprise International brings its regional accent to communicate on an equal footing with all levels.
2. Do a double check on the information provided so that it is valid. Providing information from the leaders of PT. Paramount Enterprise International is always with data so that it is accurate to monitor the company's performance.
3. Using assertive communication techniques, namely being able to express ideas without offending others. The director who leads the division supervises the performance of his subordinates and evaluates what has been done. If there is an error in achievement, the directors will give their views and values without blaming or belittling subordinates.
4. Pay attention to polite communication ethics to the other person. Communication ethics is upheld to reduce misunderstandings.
5. Communicate confidently so as not to be arrogant in communicating with the other person
6. Avoid words that denote guarantees. Don't give hope to the other person if you can't fulfill it. When it comes to delivering company goals, leaders don't promise anything. However, communication is directed at messages that can motivate in order to provide the best performance



7. Be a careful active listener. In communicating listening is important to

understand the other person.

Organizational Communication Management

Management of organizational communication PT. Paramount Enterprise International is built on the culture that exists. Organizational culture is the message conveyed from the communicator to the communicant. Every message sent in an organization has a certain reason why it is sent and received by certain people. The existence of messages, communicators, and communicants indicates the existence of communication activities that occur within the organization or what is commonly referred to as organizational communication.

The results of the research show that PT. Paramount Enterprise International is very open with existing communication channels, namely each division representative is headed by a board of directors who can communicate directly with company leaders who are the center of corporate communications. A climate of trust and openness encourages all levels to convey information honestly and obtain information in a clear and straightforward manner. Developing effective communication channels for disseminating information on company leaders either through face-to-face meetings or with existing internal communication media with formal and non-formal communication between fellow directors and staff.

Observations made also show that the communication management shown by PT. Paramount Enterprise International demonstrates the quality of the organization where communication is central. As with the concept of management in general, organizational communication boils down to the leadership of the organization, then through the leadership of the board of directors or section heads to employees who are running well and neatly so that it is not strange if the company's goal of increasing sales goes as desired.

Based on these results, in general it can be said that the management of organizational communication at PT. Paramount Enterprise

International is running as it should so that it has a positive impact on the company, one of which is an increase in product sales. On the other hand, good communication management from PT. Paramount Enterprise International is considered to minimize conflicts that occur so that corporate communication runs centered on company leaders.

Leadership

Leadership is the process of directing and influencing the task activities of people in a group. Leadership means involving other people, namely subordinates or employees who are led. According to Cartono (Mulyono, 2018) The leader has his own unique traits, habits, temperament, character and personality so that his behavior and style differentiate him from others. This style or lifestyle will certainly color the behavior and type of leadership.

The results of research in the field show that leaders are the axis of all forms of organizational communication carried out by companies, in this case PT. Paramount Enterprise International. Some of the leader's duties include directing and making strategic decisions for the company. The figure of the leader is the key to the organization to carry out all its activities. Leader of PT. Paramount Enterprise International has a farsighted vision. It is this visionary leadership model that makes the work plan directed towards the success of the company.

Observations also show that leadership from company leaders is one of the motivations for workers to work and improve their performance. Leadership also influences all forms of communication that occur at PT. Paramount Enterprise International, so that all communication is centralized and not two-way or more so that it is very easy to direct. This shows that the figure of the company's leader with his style makes a major contribution so that efforts to increase sales of the company's products run as desired.

Based on these results, in general it can be said that in the management of corporate



communications, one of them is influenced by the leadership of a company leader so that one of the company's goals is to increase sales, run well and bring the company, in this case PT. Paramount Enterprise International can continue to compete in the marketplace.

CONCLUSION

Based on the results of the research above, it can be concluded as a whole that the communication management of PT. Paramount Enterprise International is very effective in providing accurate information to all levels within the company. The effectiveness of the company's communication has a positive impact, one of which is the achievement of PT. Paramount Enterprise International to increase sales can be understood by all members of the company, from the leader down to the grassroots. Organizational communication is carried out very directed and centered on one direction, namely the company leader. On the other hand, through the network and organizational communication channels that were built so as to assist the dissemination of information as a whole, especially in terms of increasing sales of PT. Paramount Enterprise International. Interpersonal communication skills and leadership style are also a support in determining the process of disseminating information within the organization so that PT. Paramount Enterprise International can continue to compete even in the midst of the Covid-19 Pandemic and increasingly fierce competition.

REFERENCES

Abadi, G., G., A. (2017). *Strategi Komunikasi Bisnis Untuk Mencapai Tujuan Pemasaran (Studi Kasus Pada Concept Photography Serang)*. Banten: Universitas Sultan Ageng Tirtayasa.

Abubakar, R. (2021). *Pengantar Metodologi Penelitian*. Banjarmasin: Antasari Press.

Evi Zahara. (2018). Peranan Komunikasi Organisasi Pimpinan Organisasi. *Jurnal Warta*, 1829–7463(April), 8.

Firdaus, A. J., Syahfitri, E., Siregar, F., & Pratiwi, T. A. (2021). Peran Komunikasi Organisasi Dalam Pengembangan Organisasi (The Role of Organizational Communication in Organizational Development). *Tabularasa : Jurnal Ilmiah Magister Psikologi The Role of Organizational Communication in*. 3(2), 134–140. <https://doi.org/10.31289/tabularasa.v3i2.637>

Gutama, T. A. (2020). Peran Komunikasi Dalam Organisasi. *Jurnal Sosiologi DILEMA*, 25(2), 107–113. <https://eprints.uns.ac.id>

Hakim, A. (2021). Model – model komunikasi bisnis sebagai upaya meningkatkan penjualan produk vivelle di shan hair beauty care. *Jurnal Komunikasi Provesional*, 5(2), 160–172.

Hidayat, R. (2017). Peningkatan Aktivitas Komunikasi Interpersonal Dalam Organisasi Melalui Perbaikan Efikasi Diri, Kepemimpinan Dan Kekohesifan Tim. *Jurnal Manajemen Pendidikan*, 4(2), 161-170.

Katuuk, O. M., Mewengkang, N., & Kalesaran, E. R. (2016). Peran Komunikasi Organisasi Dalam Meningkatkan Eksistensi Sanggar Seni Vox Angelica. *E-Journal Acta Diuma*, 5(5), 1–10. <https://ejournal.unsrat.ac.id/index.php/actadiurnak>

Lukitanish, A. (2013). Iklan Yang Efektif Sebagai Strategi Komunikasi Pemasaran. *Jurnal Ekonomi dan Kewirausahaan*, 13(2), 116–129.

Mulyono, H. (2018). Kepemimpinan (Leadership) Berbasis Karakter Dalam Peningkatan Kualitas Perguruan Tinggi. *Jurnal Penelitian Pendidikan Sosial Humaniora*, 3(1), 276-292.

Pengestu, M. (2015). Jaringan Komunikasi di The Piano Institute Surabaya. *E- Komunikasi, Universitas Kristen Petra Surabaya*, 03, 1–12. <https://media.neliti.com/media/publications/77192-ID-jaringan-komunikasi-di-the-piano-institu.pdf>.

Prihantono, D. N. (2018). Komunikasi Bisnis Berorientasi Pelanggan Di Perusahaan Distribusi. *Jurnal Audience*, 1(2), 123–143.

Putri, A. M., & Ruliana, P. (2019). Strategi Komunikasi Bisnis Dalam Meningkatkan Kepuasan Tenant. *InterScript: Journal of Creative Communication*. 1(1), 1–18.

Romadona, M. R., & Setiawan, S. (2020). Communication of Organizations in Organizations Change's Phenomenon in Research and Development Institution. *Journal Pekommas*, 5(1), 91. <https://doi.org/10.30818/jpkm.2020.2050110>

Rony, N. F., & Panuju, R. (2018). Digital Media Hospital: Aplikasi Komunikasi Pemasaran Berbasiskan Daring. *Jurnal Komunikasi Profesional*, 2(2), 120–128. <https://doi.org/10.25139/jkp.v2i2.1375>

Shansis, Y., T., & Ratna, V. (2020). Strategi Komunikasi Bisnis Dalam Meningkatkan Penjualan Produk Vivelle Di Shan Hair Beauty Care. *Jurnal Ilmu Komunikasi*, 2(4), 186-190.



Suprakitnya, A. (2015). *Metode Penelitian Kualitatif dan Kuantitatif Dalam Psikologi*. Yogyakarta: Universitas Sanata Dharma Press.

Suwanto, S., Nurjaya, N., Sunarsi, D., Rozi, A., & Affandi, A. (2021). Pengaruh Komunikasi Internal Dan Disiplin Kerja Terhadap Kinerja Karyawan Pada Bagian Produksi Pt Adicipta Boga Intiprima

Jakarta Pusat. Jurnal Tadbir Peradaban, 1(3), 222-229.

Zulvayana. (2018). Penolakan Dispensasi Kawin Anak Di Bawah Umur (Studi Penetapan Pengadilan Agama Manna Nomor 0024 / Pdt . P / 2018 / PA . Mna). *Jurnal Qiyas*, 3(2), 179–193.

