

ABSTRAK

Pada masa awal pandemi *Covid-19* masuk ke Indonesia pada bulan Maret 2020, pemerintah Indonesia memberlakukan kebijakan bekerja dari rumah atau *Work From Home (WFH)* bagi seluruh perusahaan. Kebijakan tersebut bertujuan untuk mengurangi interaksi tatap muka antar manusia yang berpotensi menyebarkan virus *Covid-19*. Oleh karena itu seluruh perusahaan termasuk PT. Mitra Prestasi Perdana memberlakukan kebijakan *full Work From Home* bagi seluruh karyawannya. Selama tiga bulan berjalan kebijakan *Work From Home*, terdapat beberapa karyawan yang menurun produktivitas kerjanya. Menurunnya produktivitas kerja karyawan tersebut disebabkan oleh beberapa hal seperti *miss* komunikasi antar rekan kerja dan kejenuhan dalam bekerja yang dikarenakan tidak adanya interaksi tatap muka dengan rekan – rekan kerja selama menjalani *full Work From Home*. Oleh karena itu PT. Mitra Prestasi Perdana menerapkan kebijakan *Work From Home* selama tiga hari dan *Work From Office* selama dua hari dalam satu minggu dan menerapkan perencanaan komunikasi organisasi untuk mencapai produktivitas kerja karyawan.

Jenis penelitian ini adalah kualitatif yang bersifat deskriptif dan menggunakan metode penelitian studi kasus. Untuk mengetahui bagaimana perencanaan komunikasi yang diterapkan di PT. Mitra Prestasi Perdana, peneliti menggunakan teori perencanaan dari Charles Berger.

Hasil dari penelitian ini yakni perencanaan komunikasi organisasi yang diterapkan PT. Mitra Prestasi Perdana berhasil dalam mencapai produktivitas kerja karyawan yang sempat menurun selama menjalani *full Work From Home* selama tiga bulan. Kegiatan rapat mingguan yang diadakan manajemen perusahaan mempertemukan atasan dan bawahan secara tatap muka sehingga komunikasi berjalan secara efektif. Selain itu pendekatan atasan kepada bawahan secara bersahabat, serta pemberian fasilitas makan siang dan hiburan membuat karyawan merasa nyaman dalam bekerja.

Kata Kunci: Perencanaan Komunikasi Organisasi, Komunikasi Organisasi, Teori Perencanaan, Produktivitas Kerja,

ABSTRACT

In the early days of the Covid-19 pandemic entering Indonesia in March 2020, the Indonesian government imposed a Work From Home (WFH) policy for all companies. This policy aims to reduce face-to-face interactions between humans that have the potential to spread the Covid-19 virus. Therefore all companies including PT. Mitra Prestasi Perdana enforces a full Work From Home policy for all of its employees. During the three months that the Work From Home policy has been running, there have been several employees whose work productivity has decreased. The decline in employee work productivity was caused by several things such as miss communication between co-workers and boredom at work due to the absence of face-to-face interaction with co-workers while undergoing full Work From Home. Therefore PT. Mitra Prestasi Perdana implements a Work From Home policy for three days and Work From Office for two days a week and implements an organizational communication plan to achieve employee work productivity.

This type of research is qualitative descriptive and uses a case study research method. To find out how communication planning is implemented at PT. Mitra Prestasi Perdana, researcher used planning theory by Charles Berger.

The results of this study are the organizational communication planning implemented by PT. Mitra Prestasi Perdana succeeded in achieving employee work productivity which had decreased during full Work From Home for three months. Weekly meeting activities held by company management bring the leader and employees face to face so that communication runs effectively. In addition, the approach of the leader to employees in a friendly manner, as well as providing lunch and entertainment facilities make employees feel comfortable at work.

Key Words : *Organizational Communication Planning, Organizational Communication, Planning Theory, Work Productivity*