

Communication culture of regional PDAM Sleman during the Covid-19 pandemic

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ABSTRACT

The presence of Corona Virus Disease (Covid-19) as a new variant virus brings many changes in the system and policies of a country. Various prevention efforts are carried out by the government. The Covid-19 pandemic had a significant influence on an organization's communication culture in a company. With the Covid-19 pandemic making the communication culture of organizations in a company change drastically, Anggota organization must learn the communication culture with new adaptations. This study uses descriptive qualitative research methods, Metode is related between researchers and informants directly. The purpose of this study is to find out how the communication of PDAM Sleman organization in the pandemic period is dissected using 4 organizational communication functions. And the result of this study is that PDAM Sleman has been effective in using 4 organizational communication functions even in pandemic times like now.

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1. Introduction

The presence of *Corona Virus Disease* (Covid-19) as a new variant virus brings many changes in the system and policies of a country. The Covid-19 pandemic had a significant influence on an organization's communication culture in a company. In previous research mentioned that the ability to adapt and communicate in the company internal in the era of pandemic covid is something that is needed for the sustainability of the company (Baloch et al., 2021). This Covid-19 virus greatly affects the communication culture that exists in every company, not least PDAM Sleman. The culture between members of the organization in the past year began to disappear in order to comply with the protokolahatan that has been established by the Ministry of Health related to the virus that is endemic (Cave & Dredge, 2020). Therefore, this study seeks to analyze the impact of the Covid-19 pandemic on the culture of the PDAM Sleman organization which was previously able to increase productivity, image and work performance of the company in the regional community. So this research is important to discuss, related to how the process of organizational culture changes, and other impacts after changes in the organization's culture (Agarwal et al., 2020).

2. Theoretical Framework

a) *New Media and Political Efficacy*

Organizational communication can be interpreted as mutually organized behavior involving a group of people who depend on each other. This is in accordance with the opinion of Goldhaber in (Lantara, 2019) which states that organizational communication is the process of creation by

exchanging messages in a network of relationships that are affected by each other to overcome a dynamic or changing environment.

b) New Media and Political Participation

According to Edgar Schein in (Wong & Gerras, 2019) that organizational culture is a pattern of basic assumptions created, discovered, or developed by a particular group while learning to deal with external adaptation problems and internal integration that have worked well enough to be considered valid.

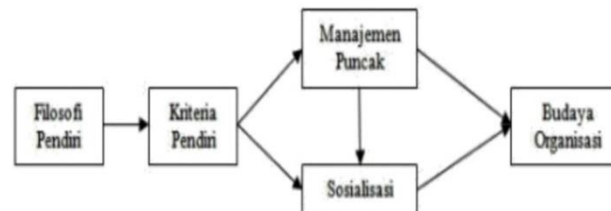


Fig. 1. Pattern Organizational Culture

c) Organizational Functions

According to Thayer (2019) revealed that the communication function of the organization there are 4, namely, the function of information, the function of commands, the function of influence and the function of integration. Information function is a function to know how the work environment, information about tasks, work, on whom employees work etc (Levitt & Gitlin, 1981). The command function is a function that keeps employees working towards the achievements that have been determined by the company. The function of influence is a function where a leader can provide regulations that must be followed by all employees in a company (Keyton, 2017). Meanwhile, the function of integration is the socialization of organizational cultural values so that the relationships of all employees become compatible.

3. Method

The method used in this study is a descriptive qualitative method (Valunaite Oleskeviciene & Sliogeriene, 2020). Qualitativeetode is more able and easy to adjust when faced with multiple realities, this method presents between researchers and respondents directly. This research approach uses a variety of literature such as books and previous research. While the techniques used through observation and interviews are located in the office of PDAM Sleman.

4. Results and Discussion

a) Organizational Culture

The organizational culture that was established in PDAM Sleman during the pandemic was quite good, the 5S culture of Smile, Greeting, greet, Politeness and Manners in PDAM Sleman was not lost at all with the presence of the covid-19 virus. It's just that this culture is slowly starting to be limited, which was originally done together but is now done virtually (Fajri, 2020). As routine apples have been eliminated, routine meetings or evaluation meetings are conducted virtually or only invite some related employees. And also the work system that initially all employees are now a shifting system, even so this company culture to still provide good services for the community is still fulfilled (Schuldt & Gomes, 2020).

b) Organizational Communication

The existence of a pandemic changes the communication patterns that exist in every company, not least PDAM Sleman. Communication that is usually done face-to-face is now virtual. Obstacles experienced during pandemics such as:

1. Customers apply for payment dispensation due to huge economic impact,
2. Workmanship and service that slowed due to the shifting system in work,

3. Limited branch employees and units for access to enter the office

But while the company strives to provide the best for customers, it provides solutions such as providing payment waivers, and also speeding up work with more frequent coordination to the heads of the relevant sections. While internal communication between employees with each other and also leaders and employees run well, although limited but does not affect the communication in the internal PDAM (Sharma, 2021).

c) *Organizational Functions*

According to Thayer (2019) the function of communication is a communication to achieve goals that have been set together. There are 4 functions based on existing organizational communication, namely information functions, command functions, influence functions and integration functions. Based on these 4 functions PDAM has carried out these 4 functions well such as, the delivery of leadership information to employees has been very good and very clear. In the pandemic period, the information conveyed is enough to be understood and implemented (LaBelle & Waldeck, 2020). Then command functions such as making employees able to achieve the company's goals have also been realized properly (Paramitha, 2020). The function of influence in PDAM Sleman is also quite well illustrated, employees have been taught to have a sense of responsibility to carry out their duties, providing understanding to each employee so that the rules are made not to be obeyed but to be obeyed. Then, the integration function, the company has also and is quite good in carrying out integration functions such as making the workplace comfortable, making the workplace a healthy environment, so that employees feel peaceful while working in the office (Szczepańska-Woszczyzna, 2021).

5. Conclusion

PDAM Sleman has proven that organizational communication established in the pandemic period continues to run well, although obstacles remain but PDAM Sleman is able to provide maximum service and the best service for the public. There is no gap between leaders and employees, coordination is established making a new adaptation that has been successfully passed.

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