

ABSTRACT

The Hatch Indonesia is talent incubator organization in the form of digital marketing agency that aim to improve college students' ability to be ready to work in industry. Indonesia has embrace Industry 4.0 era which has switched to digitalization and automation with enactment of Marking Indonesia 4.0 roadmap by President Joko Widodo on April 4th, 2018. However, Global Talent Crunch supported by World Bank statement predict that Indonesia will encounter a deficit by 18 million talents on 2030 due to incompatibility of college graduate with digital industry needs and low number of skilled and ready-to-work worker. The Hatch Indonesia runs talent management program in digital marketing while most programs are focused on information and technology field. The data in this research was collected by deep semi-structured interviews and observation. This study uses interpretive paradigm to discover and understand external and internal organizational communication at The Hatch Indonesia. The research approach uses descriptive study with analytical technique by Miles and Huberman which consist of data collection, data reduction, data display, and conclusion drawing. This research aim to understand external and internal organizational communication practiced by The Hatch Indonsia using organizational communication concept by Onong U. Effendy in the book of Poppy Ruliana The findings in this research decipher organizational communication practiced by The Hatch Indonesia in developing talent on digital marketing field.

Keyword: *Organizational Communication, Dimention of Internal Communication, Dimention of External Communiaction, The Hatch Indonesia*