

ABSTRACT

The emergence of various kinds of companies in Indonesia, especially in the service sector, causes the quality of human resources owned by the company to be very concerned. The reason is, there are still many who do not realize that the most important factor to maintain the quality of a communication company is the most important element in an organization. So the purpose of this study is to analyze in depth the activities of organizational communication flow in the Recovery Management division of the Astra Credit Companies branch of Naripan Bandung. This study uses a reference from the theory of organizational communication flow. The research method used in this research is descriptive interpretive with a case study approach. The results obtained in this study is that the Recovery Management division applies several concepts of communication flow, namely in the form of Vertical, Horizontal, and Diagonal communication, and shows that the most dominant is in the horizontal communication flow.

Keywords: Organizational Communication, Organizational Communication Flow