

ABSTRACT

Changes in the organization of PT Pegadaian as a result of its merger with PT Bank Rakyat Indonesia (Persero) Tbk as a manifestation of the development of an ultra micro holding. PT Pegadaian encountered employee opposition during the reform process, making the organizational atmosphere unstable. As a result, PT Pegadaian implements an organizational communication plan in order to eliminate opposition and return the company's atmosphere to stability. The goal of this research was to examine the function of organizational communication in the company's transformation into a subsidiary of PT Bank Rakyat Indonesia (Persero) Tbk. The study used a qualitative methodology and case study technique to describe the organizational transformation process implemented by PT Pegadaian. The post-positivism paradigm is also used in this study, with data collected through interviews, direct observation, and data or document gathering. Based on the findings of the research, PT Pegadaian has created an organizational communication strategy in an effort to stabilize the company's environment as a result of resistance to change. Internal communication channels are maintained by PT Pegadaian by enlisting individuals, in this case the Labor Union, as representatives of PT Pegadaian employees. The findings also reveal that labor unions play a significant role in assisting corporations in restoring their corporate atmosphere.

Keywords: Organizational Change, Organizational Climate, Organizational Communication