

ABSTRACT

PT. Cendana Wahana Gemilang or often known as CWG (Car Wash Gue) is a company engaged in the automotive and culinary fields, ranging from car and motorcycle washes, car and motorcycle repair shops, sales of vehicle accessories as well as food and beverage culinary fields. With the Covid-19 pandemic, of course, various strategies and company goals are hampered, and also indirectly affect the morale of the employees. Therefore, this research was carried out with the aim of knowing how to implement organizational communication strategies at PT. Cendana Wahana Gemilang, as well as knowing what factors support and hinder the implementation of the organization's communication strategy. The research method used is qualitative using an interpretive descriptive approach, and data collection is done by means of interviews, observations, and structured documentation. The results of this study indicate that PT. Cendana Wahana Gemilang implements organizational communication strategies by communicating the stages of organizational communication strategies based on predetermined phases, PT. Cendana Wahana Gemilang composes messages based on the Human Resources organizational approach and provides motives for the needs of achievement, needs for power and needs for affiliation to its employees, as well as conducting evaluations to determine the supporting factors and also the inhibiting factor of the organizational communication strategy that has been carried out by the company.

Key words: *Communication Strategy, Organization, Human Resources Approach*