

ABSTRACT

PERSADIA Muhammadiyah Bandung Hospital Branch has experienced a decline in performance and productivity since the Covid-19 pandemic. This makes it difficult for PERSADIA to achieve the organization's goal of helping people to manage diabetes. The communication climate has a major contribution to the productivity of organizational members. The purpose of this research is to find out the communication climate that exists in PERSADIA Muhammadiyah Bandung Hospital Branch using the Ideal Managerial Climate theory by Charles Redding. The research was conducted using a descriptive qualitative method. data collection was carried out by observation and interviews with 3 informants.

Based on the results of the research, in general it can be concluded that the communication climate that occurs in PERSADIA Muhammadiyah Bandung Hospital Branch has not gone perfectly well. Only the value of participation in decision making and the value of trust are going well. PERSADIA's performance at the Muhammadiyah Bandung Hospital Branch showed improvement due to changes in decision making by superiors and management changes in the second period. PERSADIA organizations are advised to carry out activities that can encourage informal communication and be more assertive to subordinates. So that the value of the dimensions of the other organizational communication climate can work better.

Keywords: Organizational Communication, Communication climate, Diabetes Community, Ideal Managerial climate