

ABSTRACT

Equality or non-discrimination in organizational communication management is a challenge in a male-dominated work environment, such as in the Vision Pictures Department of PT MNC Vision Networks Tbk. The principle of equality is pursued continuously even though the imbalance of male and female representation has an impact on the dynamics of communication in the organization. Using Berger and Luckmann's Social Construction of Reality theory (1966) and Michael Kaye's "Russian Matouschka Dolls" communication management model (1994), this study aims to analyze the flow of organizational communication messages in shaping employees' understanding of equality, explore individual understanding of the implementation of the principle, and identify the role of social reality construction in maintaining equality values in the work environment. The research method used is qualitative with a descriptive approach, and data collection techniques are interviews, observation, and documentation. The results showed that Vision Pictures builds inclusive and fair organizational communication through a competency-based meritocracy system and communication practices that support collaboration between men and women. Despite the dominance of men, the company strives to create an adaptive and progressive work culture towards equality issues based on the Labor Law through participatory communication that reflects the values of social justice.

Keywords: Organizational Communication, Social Reality Construction, Russian Matouschka Dolls, Media Industry, Vision Pictures, Meritocracy