

ABSTRACT

This study aims to analyze the implementation of organizational communication in Manggungjaya Village considering the importance of organizational communication because it has an impact on the quality of service, especially in the government sector. This creates an opportunity to improve village organizational communication as a service provider to the community. The Manggungjaya Village Government has implemented vertical communication flows, both vertically upwards and vertically downwards. The purpose of this study is to find out how Karang Raharja Village applies the theory of organizational communication flows. The research method used is a qualitative method with a constructivism paradigm and data collection using interview and observation techniques. By conducting this research, it provides Manggungjaya Village and the community to be more consistent in building good coordination between individuals in the organization. The results of this study indicate that the organizational communication flow has been effectively implemented by prioritizing coordination built on each member of the organization.

Keywords: *Organizational Communication, Communication Flow, Quality of Public Services*