

ABSTRACT

This study aims to determine the influence of internal communication on organizational culture within the Digital Marketing Division of Bank Mandiri Headquarters. In a dynamic and technology-driven work environment, the effectiveness of internal communication is a key factor in shaping an adaptive and collaborative organizational culture. This research uses a quantitative approach through a survey method involving 202 employees in the division. The instrument used was a Likert-scale questionnaire measuring dimensions of internal communication (vertical, horizontal, and diagonal) and organizational culture indicators based on Robbins (2001). The results of a simple linear regression analysis indicate a positive and significant influence of internal communication on organizational culture. This implies that the better the internal communication is, the stronger the organizational culture becomes. These findings emphasize that internal communication functions not only as a means of conveying information but also as a medium for building shared values, norms, and collective engagement. This study contributes theoretically to the field of organizational communication and provides practical suggestions for human resource management in the digital banking sector.

Keyword : *Internal communication, organizational culture, digital marketing, banking, organizational communication*