

ABSTRAK

This study aims to analyze internal communication management in enhancing the effectiveness of the Operational Division at Adhigana Seaweed Nusantara, a startup company engaged in the cultivation and distribution of seaweed. The main focus of the research is to identify the condition of internal communication between the management team and human resource partners in the Lampung and Garut regions, as well as to reveal the barriers encountered in the implementation of Standard Operating Procedures (SOPs). This study employs a qualitative descriptive approach, with data collected through in-depth interviews with five key informants, including the CEO, COO, and field supervisors. The findings indicate that the main obstacles in internal communication include differences in perception, lack of openness, and technical challenges in SOP implementation. The suggested strategies to optimize internal communication include regular training, continuous SOP evaluation, and the strengthening of a collaborative work culture. This research provides practical contributions for improving internal communication management within the company and enriches academic literature in the field of organizational communication in the agribusiness sector.

Keywords: *Internal Communication Management, Operational Division, Operational Division Effectiveness.*