

STRATEGI KOMUNIKASI PERUSAHAAN ASTRA CREDIT COMPANIES DALAM MENSOSIALISASIKAN BUDAYA ORGANISASI MELALUI MEDIA SOSIAL INSTAGRAM

FELICIA INTAN RUSIANA SITORUS

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana implementasi penggunaan media sosial Instagram @accways_channel dalam mensosialisasikan nilai-nilai budaya kepada karyawan perusahaan Astra Credit Companies. Jenis penelitian yang digunakan adalah deskriptif kualitatif. Penentuan informan atau sumber data yang diwawancarai dilakukan secara purposive, peneliti menggunakan empat tahapan analisis data menurut Miles & Huberman, yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan/verifikasi dengan triangulasi data. Hasil penelitian menunjukkan bahwa strategi komunikasi Astra Credit Companies (ACC) dalam mensosialisasikan budaya organisasi melalui media sosial Instagram terbukti efektif dalam memperkuat budaya perusahaan, meningkatkan keterlibatan karyawan, serta membangun citra positif di kalangan publik. Melalui konten yang mencerminkan nilai-nilai inti seperti integritas, kerja sama, dan kepuasan konsumen, ACC berhasil mengomunikasikan budaya kerja yang harmonis dan mendorong kinerja yang lebih baik.

Kata kunci : strategi komunikasi, budaya organisasi, media sosial, instagram

**CORPORATE COMMUNICATION STRATEGY OF ASTRA CREDIT
COMPANIES IN SOCIALIZING ORGANIZATIONAL CULTURE
THROUGH INSTAGRAM SOCIAL MEDIA**

FELICIA INTAN RUSIANA SITORUS

ABTRACT

This study aims to analyze how the implementation of the use of Instagram social media @accways_channel in socializing cultural values to employees of Astra Credit Companies. The type of research used is qualitative descriptive. The determination of the informant or source of the data interviewed was carried out purposively, the researcher used four stages of data analysis according to Miles & Huberman, namely data collection, data reduction, data presentation, and withdrawal/verification with data triangulation. The results of the study show that Astra Credit Companies (ACC)'s communication strategy in socializing organizational culture through Instagram social media has proven to be effective in strengthening company culture, increasing employee engagement, and building a positive image among the public. Through content that reflects core values such as integrity, cooperation, and consumer satisfaction, ACC successfully communicates a harmonious and harmonious work culture.

Keywords: communication strategy, organizational culture, social media, Instagram