

STRATEGI KOMUNIKASI ORGANISASI SCREAM OR DANCE DALAM MENCAPAI ALL TIME HIGH TICKET SALES DI TAHUN 2025

GIFFA SATRIA PUTRA

ABSTRAK

Scream Or Dance 2025 berhasil mencapai *All Time High Ticket Sales* meskipun diselenggarakan dengan keterbatasan anggaran dan sumber daya manusia. Kondisi tersebut menunjukkan pentingnya komunikasi organisasi dalam mendukung efektivitas koordinasi dan pencapaian tujuan organisasi. Penelitian ini bertujuan untuk menganalisis strategi komunikasi organisasi Scream Or Dance 2025 melalui kajian terhadap iklim komunikasi organisasi, proses pengambilan keputusan, dan strategi komunikasi organisasi dalam penyelenggaraan *event*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman. Hasil penelitian menunjukkan bahwa iklim komunikasi yang dibangun atas dasar kepercayaan, keterbukaan, dukungan, dan tujuan bersama mampu menciptakan koordinasi yang efektif antar anggota organisasi. Proses pengambilan keputusan dilakukan secara bertingkat sesuai kewenangan sehingga organisasi mampu beradaptasi dengan cepat terhadap berbagai perubahan. Strategi komunikasi organisasi diterapkan melalui koordinasi lintas divisi, penetapan prioritas kerja, serta pengelolaan sumber daya secara adaptif. Penelitian ini menunjukkan bahwa komunikasi organisasi berperan sebagai *enabling factor* yang mendukung efektivitas koordinasi dan implementasi strategi organisasi sehingga penyelenggaraan Scream Or Dance 2025 mampu mencapai *All Time High Ticket Sales*.

Kata Kunci: komunikasi organisasi; strategi komunikasi organisasi; iklim komunikasi; pengambilan keputusan

ORGANIZATIONAL COMMUNICATION STRATEGY OF SCREAM OR DANCE IN ACHIEVING ALL TIME HIGH TICKET SALES IN 2025

GIFFA SATRIA PUTRA

ABSTRACT

Scream Or Dance 2025 successfully achieved its all time high ticket sales despite being organized under budgetary and human resource constraints. This condition highlights the importance of organizational communication in supporting effective coordination and the achievement of organizational goals. This study aims to analyze the organizational communication strategy implemented by Scream Or Dance 2025 by examining the organizational communication climate, the decision-making process, and the organizational communication strategy throughout the event organization. This study employed a qualitative approach using a case study method. Data were collected through in depth interviews, participant observation, and documentation, and were analyzed using the Miles and Huberman data analysis model. The findings reveal that an organizational communication climate built on trust, openness, support, and shared goals fostered effective coordination among organizational members. The decision making process was implemented hierarchically according to each level of authority, enabling the organization to respond adaptively and efficiently to operational changes during the event. The organizational communication strategy was implemented through cross divisional coordination, work prioritization, and adaptive resource management. This study concludes that organizational communication served as an enabling factor by strengthening the organizational communication climate, supporting effective decision-making, and facilitating the implementation of organizational strategies, thereby enabling Scream Or Dance 2025 to achieve its organizational objectives.

Keywords:*organizational communication;organizational communication strategy;communication climate;decision m*