

ANALYSIS OF COMMUNICATION ETHICS EMPLOYEES AT PT. INTI ABADI KEMASINDO (IAK)

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Abstract

Communication ethics are rules that govern how to behave politely and in accordance with the social norms prevailing in the general society. Communication ethics is one of the most important aspects in the business world, ensuring the establishment of instructions and the socialization of decisions involving the company's structure both horizontally and vertically. This research aims to analyze the implementation of communication ethics in accordance with prevailing values and norms through open discussion strategies and methods. This research uses a qualitative descriptive method with a case study approach. The data sources in this research were gathered from interviews with four participants from the management engineering department, observations, and documentation. Research results show that having good communication ethics can help create a good communication environment, foster trust, and reduce conflicts between superiors and subordinates. In the implementation of the communication ethics strategy carried out by PT. Inti Abadi Kemasindo, it has been running well in terms of communication ethics using the open discussion method. However, there are still some obstacles, such as the company's culture and the different characters of the employees. This research provides insights into the communication ethics of PT. Inti Abadi Kemasindo employees to understand the implementation of communication ethics that align with the values and norms within a company, fostering good relationships among company members.

Keyword : Communication Ethics, Effective Communication, Work Ethics.

1. Introduction

Communication serves as an indispensable pillar in diverse contexts, underpinning social interactions in both professional domains and personal spheres. Communication is a very influential aspect for both internal and external matters within a company; the principles and rules that occur in communication always go hand in hand with ethics. Ethics is defined as an action or behavior of a person within an environment. Ethics discusses human actions as a whole and teaches people how to behave and communicate well. Communication within a company is very diverse, thus it certainly requires interpersonal meetings.

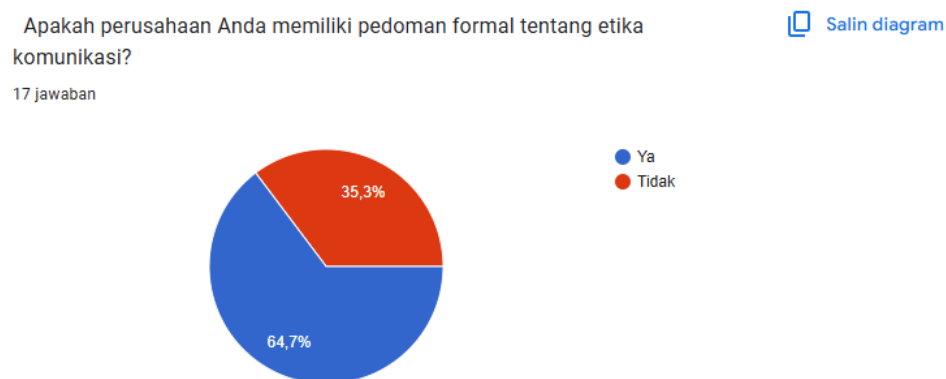
Communication ethics is one of the most important aspects in the business world, especially regarding how superiors and subordinates communicate within professional and interpersonal contexts. In handling communication within the professional scope, it is carried out to establish instructions and decision socialization involving the company's structure both

horizontally and vertically. Therefore, communication ethics in the professional realm of a company must be optimal to prevent misunderstandings in the delivery of information, instructions, and other matters related to communication between superiors and subordinates.

A study on the role of communication ethics in research (Rahman, 2018) explains that good communication is effective communication based on good ethics. communication ethics within the professional scope, namely research (Syofian & Waliamin, 2022) organizational commitment has a positive and significant effect on employee loyalty, work ethic does not have a significant effect on employee loyalty, and organizational communication has a positive and significant effect on employee loyalty.

The author conducted pre-research by distributing questionnaires to 17 employees in Department Engineering in PT. Inti Abadi Kemasindo to gather their opinions about the communication ethics occurring in the company as factors that can strengthen the validity and reliability of the data to be obtained.

Figure 1.1 Pre-research 1



Research results indicate that 64.7% of employees feel that there are formal guidelines regarding communication ethics within the company. Based on the survey and previous brief interviews, it can be explained that the company already has formal guidelines related to communication, but the implementation among employees is not yet fully uniform.

Figure 1.2 Pre-research 2



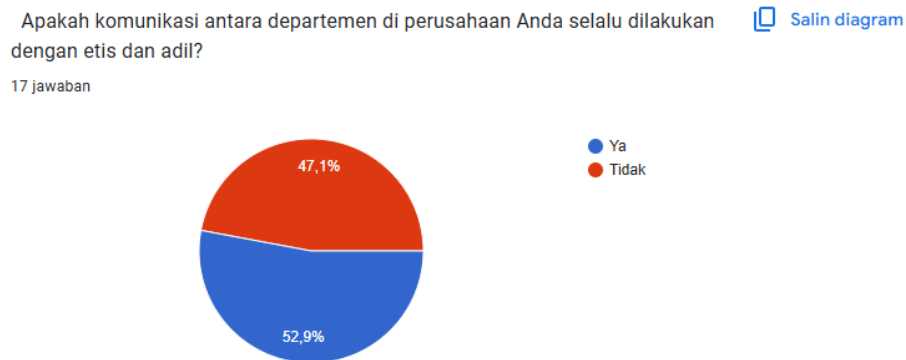
The diagram above shows that 47.1% of respondents chose to never witness or experience communication ethics violations at the workplace. Meanwhile, 52.9% of others indicated that they have seen or even experienced communication ethics violations in the workplace. Therefore, based on the survey results and previous interviews, it was found that communication ethics violations occurring at PT. Inti Abadi Kemasindo were identified or experienced by several employees.

Figure 1.3 Pre-research 3



The diagram above shows that 5.9% of employees feel unfree and fear expressing their opinions to their superiors due to negative consequences. Meanwhile, 94.1% of others indicated that they feel free to express their opinions to their superiors without fear of negative

consequences. Therefore, based on the results of the survey and interviews that have been conducted, employees feel sufficiently free to express their opinions.



The diagram above shows that 47.1% of respondents chose "no" to the question of whether communication between departments in the company is always conducted ethically and fairly. Meanwhile, 52.9% of the other respondents chose Yes regarding the communication that occurs between departments at PT. Inti Abadi Kemasindo, which is still lacking in ethics and fairness. Therefore, based on the survey and interviews conducted above, it shows that the communication established between departments is not yet sufficiently ethical and fair to be considered in accordance with the norms and regulations applicable in the company.

The researchers found that there are several ethical issues and constraints in employee communication at work that could lead to a decline in performance or even a decrease in output quality. Additionally, another issue is the uneven knowledge and understanding among employees in receiving information or even unwritten guidelines from their work. This research is intended to complement the study that has been conducted with different time, place, and results in The previous research conducted by (Rahman, 2018) in that study focused more on communication ethics to improve employee performance. Whereas this research focuses more on how communication ethics operate within a company.

2. Literature Review

2.1 Theory

Communication ethics is a set of guidelines for communication conduct that promotes openness, honesty, respect for others, and the capacity to express oneself without causing harm to others or the majority group. Effectiveness of persuasive and communication ethics from (Naingolan, 2024) that communication is very important to people since it may be used to describe daily activities or sikap. Good communication skills have a significant impact on people's daily lives since they will ensure that relationships and interpersonal relationships are strong. Good communication fosters good relationships and collaboration among people. Similarly, if budaya komunikasi is not understood, there will be misunderstandings, resulting in differences in perception and decision-making that can affect people's lives. in another study, according to (Sari, 2020) Communication ethics are norms, values, or standards of behavior in interactions established in societal norms that regulate humans to respect each

other, maintain politeness, and adhere to etiquette when interacting with one another. Therefore, to maintain the interests of the interlocutor, one must know how to communicate correctly.

Therefore, comprehensive and thorough control is needed so that the important functions and roles of organizational communication ethics can continue to provide positive benefits to the improvement of the organization's economy in line with the organization's goals (Astuti, 2024). In conclusion, communication ethics is a norm, value, or standard for behavior in interactions. how people live in a society that regulates them to be polite, noble, and behave well with others.

2.2 Theory 2

Communication ethics can impact on the communication quality in interpersonal relationships. Because, maintaining great communication in interpersonal interactions requires a focus on communication ethics. Good communication ethics can lead to more effective communication, increased trust, and less bias in interpersonal communication. Similarly, poor communication ethics can harm communication quality and undermine interpersonal relationships. Because of this, it is critical for individuals to understand and use good communication ethics in all interpersonal situations (Laksana & Nurhaliza, 2023).

Conversely, Poor communication ethics can negatively impact the quality of communication and interpersonal relationships. As a result, it is critical for people to understand and implement good communication ethics in all interpersonal communication situations. Improving communication in interpersonal interactions includes self-awareness of good communication ethics, emotional management skills, and understanding of diversity. Positive social surroundings and ideals can impact communication ethics and interpersonal interactions.

This idea demonstrates that communication ethics need effective communication in order to foster a positive and productive work environment. Good communication also allows members to voice their viewpoints while accepting existing disparities.

2.3 Theory 3

Research on communication ethics has shown that ethics in communication play the most important role in the professional field or workplace. As an example, The application of communication ethics values in the Customer Relationship Management (CRM) strategy by Sociolla has successfully improved the quality of the relationship between Sociolla and consumers. The implementation of communication ethics principles, such as information transparency, message personalization, and the use of attractive yet non-deceptive visuals, reflects Sociolla's commitment to customer integrity and well-being (Tauhid et al., 2024). While (Mayasari & Sanjaya, 2019) In thiis research, discovered that officers or workers who follow Standard Operating Procedures (SOP) or appropriate standards and norms may grow positively and effectively, resulting in favorable consequences. According to (Syafira et al., 2023) The main principles of corporate communication ethics include respect and honesty,

openness, diversity appreciation, empathy, the use of suitable communication tools, professionalism, and responsiveness.

It may be concluded that implementing communication ethics in accordance with applicable regulations and standards is critical to achieving favorable results. Organizations and people can build and sustain harmonious relationships with external stakeholders while adhering to these ethical ideals. This method provides mutual respect, clear communication, and a collaborative atmosphere that helps to achieve common goals successfully.

2.4 Theory 4

Communication can be established well if all the success factors are met, however, ethical communication can be disrupted by several failure factors according to (Laksana & Nurhaliza, 2023), These factors included:

- A. Differences in perception
Perception involves organizing, interpreting, and understanding information, and differences in perception can impact interpersonal communication and relationships due to differing experiences, backgrounds, or beliefs.
- B. Inaccuracy in conveying the message
Inaccuracy in conveying a message can result from unclear or unintentional information, arising from a lack of understanding, confusion in organizing thoughts, or difficulties in self-expression, leading to disagreements or misunderstandings in interpersonal communication.
- C. Emotions that affect the way of communicating
Emotions can influence interpersonal communication, leading to abusive language and potential conflicts or disagreements, as individuals may use aggressive language when feeling angry, sad, or stressed.
- D. Limitations in non-verbal communication
Non-verbal communication, including facial expressions and eye contact, can clarify messages in interpersonal communication. However, limitations like phone or email conversations can reduce understanding, affecting communication quality and potentially leading to disagreements or misunderstandings.

As a result, to guarantee that communication corresponds to the relevant norms and laws, everything must be prepared prior to the communication in order to avoid anything that would render the communication non-compliant with the applicable standards and prevent undesirable consequences.

3. Material and Method

3.1 Design Study

This research employs a qualitative method with a descriptive study approach, to analyze and gain a deeper understanding of the data obtained from the field. According to (Adlini et al., 2022), qualitative research is a study that examines the quality of relationships, activities, situations, or various materials. In other words, qualitative research places more

emphasis on holistic descriptions, which can explain activities or situations in detail rather than comparing the impact of certain treatments or explaining people's attitudes or behaviors.

The data sources in this research use primary and secondary data sources, with primary data being information obtained internally. Through the process of direct observation and recording, such as through interviews with leader of management engineering and employees of the PT. Inti Abadi Kemasindo, observations in analyzing the data provided by the informant through interviews, and documentation as evidence of validity in conducting research. Meanwhile, secondary data is obtained externally through references from articles, journals, and books.

3.2 Data Analysis

Data analysis is the process of systematically organizing data obtained from observations, interviews, and other sources so that it is easy to understand and explain in qualitative research. In completing this research, the researcher utilized data from interviews, observations, and literature studies. The data collection technique used by the researcher is purposive sampling to identify specific data that aligns with the Research Objectives, thereby strengthening the validity of the data. According to (Etikan, 2016) Purposive sampling, also known as judgment sampling, is a method where participants are specifically chosen based on their personal attributes. It is a nonrandom method that doesn't require a predetermined number of participants or underlying ideas.

This data was obtained using interview techniques with the head of the management engineering department and three of its employees. In this research, interviews were conducted regarding the application of communication ethics in accordance with the norms and regulations applicable in a company.

Based on that theory, the researcher took samples related to the research subject. By collecting data obtained from four informants to understand and enhance the perspectives of the informants. The researcher selected four informants based on the following categories:

1. Employees of PT. Inti Abadi Kemasindo engineering management department who are aware of communication ethics
2. employees of PT. Inti Abadi Kemasindo engineering management department who are aware of the open discussion communication strategy

The researcher selected four informants who were chosen to obtain information and data related to the topic being studied to obtain the data needed for this research.

4. Result

In understanding how employees of PT. Inti Abadi Kemasindo (IAK) communicate well by using the ethics, norms, and rules that apply within the company more comprehensively. Therefore, the researcher used interview techniques to delve deeper into the issues occurring at PT. Inti Abadi Kemasindo (IAK). The researcher collected data through interviews, observations, and literature studies. The researcher interviewed 4 participants who are employees from the management engineering division, and one of them is the head of the

management engineering division at PT. Inti Abadi Kemasindo. In the interview, the researcher posed a number of questions to 4 (four) participants related to communication ethics. Here are the responses from the participants in the interview session :

A. implementation of the ethics communication strategy

Interviews and observations were conducted with four participants directly involved in a communication between superiors and employees within a communication ethic that adheres to applicable norms and regulations. The researcher concluded that the communication ethics with the open discussion method established in the company are in accordance with the prevailing norms and regulations and have been in place for two years. The four participants agreed that open discussion method is an effective method in a relationship when communicating directly, because the open discussion method can occur situationally, which means it can facilitate employees when there is an urgent need to communicate with their superiors, of course still within the professional world. In the interview, the head of the management engineering department stated that this strategy is implemented alongside the attitude of a leader who can be a good leader to their subordinates by building a system that can provide comfort for their subordinates. However, still knowing the boundaries or ethics of communication.

Communication ethics have limitations to restrict communication that occurs in the work environment or as a form of professionalism. In an interview with the head of the management engineering department, he divided communication ethics into two parts. The first part is professional ethics, which means that all forms of communication regarding work that occur in the workplace must be resolved according to the jobs and tasks that can be completed at the workplace. Second, the personal ethics section is something that is considered unethical to be known in the workplace. The principle of the boundaries of professional and personal communication ethics in the workplace of PT. Inti Abadi Kemasindo becomes an ethic that must be adhered to as a reference for appropriate communication ethics values and norms. This is done due to the age disparity that occurs between superiors and subordinates, which may potentially lead to discrimination. The three employees who participated in this interview agreed on the boundaries of communication ethics in the workplace; two of the three employees stated that these boundaries are unwritten rules but are beneficial for members to respect each other's privacy.

B. The consequences of non-standard communication ethical tactics

A poor communication culture will lead to misunderstandings that can cause conflicts and divisions in society. Moreover, the inconsistency of applicable communication ethics will lead to misunderstandings and knowledge disparities. The head of management engineering said that if any of its members do not adhere to the established communication ethics, they are likely to feel ostracized due to this inconsistency, which could lead to poor communication or even performance, subsequently affecting their work and the company. One of the employees who

participated in the interview agreed with the statement and added that each department has a different communication style. If other team members do not adhere to the communication ethics that have been established and adjusted for the Engineering department, they will be treated differently from other team members. If this is done for a long period, it will result in poor communication among members and affect matters related to subsequent work, leading to a decrease in team productivity and hindering cooperation between teams.

That incident happened when one of the employees chose to use their emotions while doing their job under pressure from outside, especially from other departments, which led to ethical discrepancies and ineffective communication.

C. The company's cultural approach in reference to communication techniques

Corporate culture encompasses the attitudes, values, and beliefs that shape the characteristics or habits practiced by all employees or members of the company. Formal or informal company policies and effective communication also influence employees' image towards external stakeholders. Every company surely has its own culture, like in the PT. Inti Abadi Kemasindo, where the culture involves a question-and-answer system where every question or problem is answered with theories based on experience, instead of looking for other reliable sources that could actually provide solutions to address the issue.

The company culture is not easy and should not be eliminated as long as it is not harmful or something bad. The corporate culture at PT. Inti Abadi Kemasindo, particularly in the Management Engineering department, does not quite align with the communication style practiced and implemented by the head of the management engineering section and the team. They focus more on innovations that are in line with the times but do not compromise ethics that adhere to values and norms, as the solutions to problems that arise may not always be the same. Therefore, the Engineering department addresses issues directly through practice, observing the problem conditions, and making repairs if they can still be fixed without external assistance. That method is considered effective because many problems have been successfully resolved using that approach. As long as the strategies or methods employed do not violate company rules and prove effective, they will continue to be implemented and developed.

D. Implementation of communication ethics using the open discussion method

PT. Inti Abadi Kemasindo, particularly the Engineering division, has implemented a communication ethics strategy that aligns with prevailing norms and values, using the open discussion method and then collaborating with the established company culture and the attitudes of its members. The open discussion method practiced by the head of the management engineering department with their employees is considered efficient, as this method makes it easier for employees to communicate directly in the field when urgent or important. The Head of the Management

Engineering Department stated that one of the issues faced is the lack of understanding and knowledge, particularly in language comprehension. Therefore, open discussions serve as a bridge between the Head of the Management Engineering Department and the employees so that knowledge and understanding can be evenly distributed, eliminating any disparities, as an effort to mitigate the impact on the quality of communication ethics affecting team productivity.

The issue arose, which then became one of the reasons for the formation of the open discussion method for the head of the engineering management department and its employees to communicate ethically, efficiently, and still in accordance with the rules and norms applicable in the company. The presence of technology greatly helps Mrs. Cuci and her team members to learn more about basic knowledge and foreign languages that are often found in machines or manuals to perform tasks related to their work.

5. Discussion

A. implementation of the ethics communication strategy

After conducting in-depth research with the head of the engineering management department, the researcher obtained several strategies implemented by PT. Inti Abadi Kemasindo in an effort to ensure that the communication carried out is in accordance with proper communication norms and ethics. First, the communication established using the open discuss method has been implemented for two years as a way of communicating in the work environment. This open discuss method is very efficient and innovative, and the employees of PT. Inti Abadi Kemasindo's engineering division have gained a lot of new knowledge and understanding. Second, the strategy implemented by the head of the engineering management department is to set boundaries between professional communication ethics and personal communication based on the norms and rules applicable in the company. Third, leaders who present good attitudes in accordance with prevailing norms and values use mirroring behavior in their actions so that everything they do in the professional environment can be effectively conveyed to their employees.

In the research on effective communication strategies according to (Sasfira et al., 2024), communication strategy is a collaborative effort between two individuals to reach an agreement or find common meaning. In the research (Cyrious Cyrious & Erica Adriana, 2023a) it is stated that an effective communication strategy in a company When communication occurs according to the rules, such as vertical communication from top to bottom in conveying directions, it helps ensure a clear understanding of tasks and responsibilities. According to the research (Evelina & Angeline, 2014), communication strategies implemented in the form of horizontal communication can be considered effective because horizontal communication is a process of exchanging information and ideas on an equal footing. Horizontal communication can create better collaboration, improve coordination, and solve problems together.

Overall, the research findings indicate that PT. Inti Abadi Kemasindo in the engineering division has successfully implemented good and efficient communication ethics in accordance with the strategies used, such as open discussions, ethical communication boundaries between superiors and employees, and the attitude of superiors towards employees. With the correct communication strategy and adjustments to what is needed, the communication ethics in the work environment of PT. Inti Abadi Kemasindo, particularly in the engineering division, are in accordance with the applicable norms and regulations.

B. The consequences of non-standard communication ethical tactics

Communication ethics that are not aligned within a company will result in ineffective communication for the members of the company. Based on the results of the interviews and observations conducted, effective communication ethics must also be accompanied by the alignment with the prevailing norms and values. If someone applies communication ethics well, then the communication established will be clear, targeted, and effective. On the other hand, this greatly facilitates the communicator in conveying factual messages or statements to the communicant. Thus, clear intentions and objectives between both parties will reduce disturbances or ambiguities, resulting in effective communication. In the management engineering division itself, The Head of the Management Engineering Department allows anyone among her employees to express their opinions. As is already known, The Head of the Management Engineering Department uses the open discussion method as a model or strategy for ethical communication that only applies to the departments or employees under her supervision. However, for other departments, if they have an interest in the engineering department, they must still adhere to and use the communication hierarchy in conducting ethical communication according to the norms and regulations applicable in each company.

Based on the researcher's observation of the communication ethics strategy that does not align with the prevailing values and norms at PT. Inti Abadi Kemasindo (IAK), the researcher found that this had occurred, resulting in an imbalance between superiors and subordinates in the inter-departmental context. In reality, the communication established between superiors and subordinates from each department must first go through the hierarchy of positions to ensure effective communication without feeling like one is being bypassed. The internal picture of how the organization is managed and operates is based on the relationships, interactions, attitudes, and behaviors among the organization's members as depicted by the communication hierarchy model. This model is based on a hierarchy with ranks that are hierarchical in nature.

According to (Hartanto, 2020), hierarchy in communication ethics can be described as an exchange of information as well as a strategy to influence members of an organization or company. In formal organizations, interactions between superiors and subordinates, as well as among peers, are influenced by a hierarchical communication model that focuses on the exchange of information. Meanwhile, according to (Muspawi et al., 2024), hierarchical communication or vertical

communication like this refers to the ethics of communication that occurs between superiors and subordinates in the flow of information. Information can move from the bottom to the top in a vertical information flow in the form of reports, permission requests, or updates on project progress. The flow of vertical information can also go from top to bottom. At lower levels, employees typically share information with their line managers, who can then pass it up to higher management levels until it reaches the executive or head of the organization.

The researchers concluded that communication strategies that align with norms and rules within a professional context are those that use a hierarchical model or vertically from top to bottom or vice versa. Because, by using this hierarchical model, other department members are more likely to respect the norms and rules that apply in each company regarding the hierarchy or positions within that division, leading to the formation of an efficient and good outcome.

C. The company's cultural approach in reference to communication techniques

The research conducted by the researcher at PT. Inti Abadi Kemasindo (IAK), particularly in the engineering department, found that the company's cultural strategy can influence the way employees and the Engineering Management Department communicate. Culture plays an important role in the continuity of communication that occurs among company members, but each company has its own culture that can either foster development or encourage decline. However, the culture at PT. Inti Abadi Kemasindo does not entirely encourage regression. For example, things that are done continuously and repeatedly in the same way, but when a similar yet different problem occurs, it should be addressed with a different method to see how effective the approach is in solving similar problems with different strategies. Therefore, the head of management engineering wants his employees to expand their strategies and knowledge in problem-solving by collaborating the company's existing resources with the open discussion communication method that the head of the management engineering department uses in work activities to enhance the employees' capabilities and knowledge.

According to (Zainuddin & Nasikhah, 2020), organizational culture is when people interact with each other, and then organizational culture can be seen in their behavior, which reflects work quality, discipline, and the words used when speaking to members of the organization or company. While according to (Wijaya, 2017) Corporate culture can be defined as a system of assumptions about culture, values held, norms, and attitudes expressed in the form of symbols that everyone in the company develops and accepts. According to (Fane, 2022), the concept of organizational culture is one of the tools for improving employee performance, because organizational culture can influence the mindset, feelings, and actions of employees within the company. With good human resource planning, the work productivity of each individual can be improved. This can be realized through adjustments to the habits of the organization and individuals in a company or organization where they are located.

The overall research findings indicate that a company's cultural strategy is beneficial for its members in reviewing the work environment to understand how members can adapt to the existing habits within the company in order to expand their knowledge about other factors that can influence the productivity of the company for each individual employee. The researcher found that the culture at PT. Inti Abadi Kemasindo (IAK), particularly in the engineering department, is in accordance with the prevailing norms and regulations. However, the culture within the company alone is not sufficient to achieve good and efficient productivity and teamwork. Therefore, new findings are still needed to help individuals move more effectively, as Mrs. Cuci has done with the open discussion strategy.

D. Implementation of communication ethics using the open discussion method

Based on the findings from the interviews conducted, the researcher concluded that the open discussion method used by PT. Inti Abadi Kemasindo (IAK) in implementing communication ethics aligns with the norms and values applicable within the company. Open discuss is an unstructured discussion activity that allows each participant to speak for as long as they wish. There are no rules governing speaking turns, discussion topics, or other limitations in an open discussion. The Open Discuss method will be very beneficial for conveying information and knowledge efficiently.

Communication ethics with the open discussion method helps employees understand and acquire basic knowledge about the work being done or the machines being used. In the reality of work or in the field, anyone can express their opinion, which helps all members within it to know diverse answers and quickly determine solutions to problems. This is reinforced by the head of the management engineering department, who states that open discussion as a communication ethic serves as the main gateway for employees to acquire the knowledge and basic understanding that should be known before engaging in work activities, in tandem with performing them. Basic knowledge about new issues that arise can be provided by the head of the management engineering department, and then the employees can implement it in the field. The collaboration between the head of the management engineering department and the employees can be seen in the communication method used, namely open discussions, which can facilitate and expedite work to be more efficient.

According (Rock, 2020) in the book “Your Brain at Work” explain that open discussion is a process where individuals can share their ideas and perspectives in a supportive atmosphere. They emphasize that open discussions can enhance creativity and innovation, as they allow for various perspectives to be considered. In the Research (Sandy et al., 2022) on open workspace, it can be said that the openness of the workspace can increase employee job satisfaction by providing a more communicative work atmosphere, where new ideas can be generated through open discussions and problem-solving becomes faster. According to (Cyrius Cyrius & Erica Adriana, 2023b) Open communication is the process of delivering transparent messages and involves feedback between the sender and receiver in enhancing collaboration,

accelerating decision-making, and motivating employees. So, It can be concluded that effective open discussions can occur when influencing factors such as a comfortable workspace and environment, as well as good communication between superiors and subordinates, are present. Therefore, open discussions become effective and are used in the workplace to collaborate and work together to improve work effectiveness.

The researchers concluded that the implementation of communication ethics through open discussions between employees and supervisors is one of the successful strategies applied at PT. Inti Abadi Kemasindo (IAK) management engineering division. Therefore, employees can easily obtain new information or knowledge that is provided openly in a discussion. This open discussion strategy will also help employees communicate their work to each other and exchange insights regarding current and potential issues.

6. Conclusion, Implication, and Recommendation

A. Conclusion

Based on the research results and the analysis discussion that has been conducted previously, it can be concluded from this study that effective communication is communication that is in accordance with prevailing values and norms. The communication ethics strategy implemented by PT. Inti Abadi Kemasindo in presenting good and efficient communication ethics in the workplace has been carried out in accordance with prevailing norms and regulations, with communication established between superiors and subordinates using the open discussion method, which has proven to be very efficient and innovative. Second, setting boundaries between professional communication ethics and personal communication. Third, leaders who use mirroring behavior in their actions so that everything done by superiors in the professional environment can be effectively conveyed to their employees. Furthermore, communication ethics that do not align with norms significantly impact the activities and productivity of the existing team, as they result in ineffective communication and affect the output of both the division and the company.

The company culture at PT. Inti Abadi Kemasindo is still not very effective in balancing the progress of the times, which must be innovative and creative. Therefore, to address these shortcomings, a communication strategy was developed for employees to learn and acquire new knowledge through the open discussion strategy initiated by the head of the management engineering department. The communication ethics with the open discussion method between employees and the head of management engineering is a very innovative strategy for employees, because with this open discussion method, employees become more interactive and can further develop their abilities, resulting in better output for employees, the division, and the company.

B. Implication

a. Theoretical Implications

The information in this research can enhance knowledge about communication ethics within a company. The results of this research can become a new idea or

theory that explains how communication ethics can influence or align with corporate culture and new communication ethics strategies.

b. Practical Implications

- The information presented is intended to be used as evaluation material by PT. Inti Abadi Kemasindo in the development of communication ethics strategies that align with the company's culture to become more innovative and modernized.
- The company can provide communication guidelines and develop training programs for employees to enhance their understanding and application of better communication ethics.
- The company can create a more harmonious and productive work environment through ethical communication to enhance employee trust and minimize internal conflicts.

C. Recommendation

Regarding communication ethics, several suggestions may be made based on the study mentioned above. In light of the aforementioned discoveries, Using quantitative techniques and other settings than those employed in this study, it is hoped that future research will be able to examine communication ethics inside a firm. In order to be more precise, it is also intended that it can reach additional departments or divisions. There were only four participants in this study; it is intended that additional people will be included in future studies to increase the validity of the findings.

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