



Implementation of Internal Communication of PT. Meteor Sriwijaya Mandiri Palembang in an Effort to Maintain Employee Loyalty

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ABSTRACT

This study aims to examine the implementation of internal communication at PT. Meteor Sriwijaya Mandiri Palembang in an effort to maintain employee loyalty. Newly established and logistics companies face challenges such as occupational safety risks and potential turnover, so effective internal communication is key in building harmonious relationships and increasing employee commitment. This study uses a descriptive qualitative approach with data collection techniques through interviews, observations, and documentation. Common systems theory is used to look at how the reciprocal relationships between parts within an organization play a role in achieving common goals. The theory used in this study is the general systems theory of Ludwig von Bertalanffy, which emphasizes the importance of reciprocal relationships between sub-systems in achieving common goals. The results of the study show that the implementation of internal communication at PT. Meteor Sriwijaya Mandiri Palembang is quite effective, although there are some obstacles in communication that need to be fixed. Also, in an effort for employees to show loyalty through discipline and responsibility, while the company creates a work environment that supports and fulfills employee rights.

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INTRODUCTION

Communication is an important process in social life that involves the exchange of information, ideas, and messages between individuals or groups. This communication process can be done either verbally through oral or written, or non-verbally through facial expressions, gestures, and body language (Suwantri, 2023). Not only to convey information, communication also aims to create mutual understanding, build relationships, and influence individual actions and thoughts. In organizations, communication plays a key role in achieving common goals, maintaining smooth operations, and strengthening relationships between individuals within it (Yumar et al., 2023). One of the most important forms of communication in an organization is internal communication, which includes interactions between leaders and employees, as well as between employees at various levels of the organization (Safira, 2024).

Good internal communication is characterized by openness, transparency, and clarity of message. In large companies, effective internal communication can create a positive work environment, as well as ensure that employees feel valued and clearly understand the company's goals. This in turn can increase employee loyalty to the company (Winaryanti et al., 2023). Employee loyalty is critical to the company's success because loyal employees tend to be more productive and dedicated in the face of operational challenges.

In some large companies that have grown rapidly, good internal communication plays an important role in building trust and creating a conducive work environment, including in the logistics and transportation sectors that have high pressure on punctuality and efficiency. However, while internal communication is a very important aspect, many companies face challenges when it comes to communication, such as miscommunication between superiors and employees that can affect loyalty and performance (Aridar, 2016).

One example of a company that is experiencing challenges in this case is PT. Forin Transbuana Logistics, which faces high employee turnover rates due to dissatisfaction with working conditions, lack of career opportunities, and compensation factors (Bagus Pramudita, 2022). This phenomenon shows that companies have not implemented enough effective internal communication to maintain employee loyalty.

In contrast to PT. Forin Transbuana Logistik, PT. Meteor Sriwijaya Mandiri, a logistics company that was just established in June 2023 in the city of Palembang. With a small number of employees, which is around 20 people or more, this company faces a big challenge in creating effective internal communication, while maintaining employee loyalty that greatly determines the company's success. PT. Meteor Sriwijaya Mandiri relies on an open recruitment method through job announcements and word-of-mouth promotions, with certain conditions for prospective employees (Bagus Pramudita, 2022)

Employee loyalty in newly established companies such as PT. Meteor Sriwijaya Mandiri is highly dependent on effective internal communication. Therefore, it is important to know how internal communication is implemented in this company and the extent to which it contributes to efforts to maintain employee loyalty. Effective internal communication can strengthen employee engagement and job satisfaction, which ultimately affects the company's productivity and sustainability.

By looking at this phenomenon, this study aims to explore how the implementation of internal communication in PT. Meteor Sriwijaya Mandiri can affect employee loyalty. This research is expected to provide new insights into the importance of internal communication in creating harmonious relationships and high loyalty within the company, especially in the logistics sector which has its own challenges related to timeliness and operational efficiency.

RESEARCH METHODS

The methodology of this research describes the approaches, techniques, and procedures used to collect and analyze data in answering the formulation of the problem and achieving the research objectives. This study uses a qualitative method with a descriptive approach, aiming to understand social phenomena in depth through interviews, observations, and documentation analysis.

The data sources used consist of primary data obtained through observation and interviews with various parties in the company, as well as secondary data in the form of reports, documents, and literature. The data collection techniques used are observation to observe activities and behaviors in the field, interviews to obtain in-depth information about internal communication and employee loyalty, and documentation to record the information obtained. The location of the research is at the office of PT. Meteor Sriwijaya Mandiri in Palembang. Also, data analysis is carried out through three stages:

Data Reduction: This process aims to filter and focus relevant data.

Data Presentation: Findings obtained from the field will be presented in the form of a narrative.

Data Verification: Draw conclusions supported by valid evidence to ensure the credibility of the research.

RESULTS AND DISCUSSION

Implementation of Internal Communication at PT. Meteor Sriwijaya Mandiri Palembang Communication Actors

A communicator is an individual or party involved in the communication process, which generally consists of the sender and receiver of the message (Royanti et al., 2023). Communication actors in organizations, such as at PT. Meteor Sriwijaya Mandiri Palembang, involves the sender and recipient of the message, with the aim of ensuring smooth operations and harmonious working relationships. Open and flexible communication between leaders and employees creates a comfortable work environment and supports positive interactions.

Verbal and nonverbal communication have an important role in company interactions (Ilafi & Ambarsari, 2024). Verbal communication, through channels such as WhatsApp and team meetings, conveys important information, while nonverbal communication, such as gestures and facial expressions, clarifies instructions and reduces misunderstandings. Both increase the effectiveness of internal communication, which has an impact on productivity and harmony.

The results show that PT. Meteor Sriwijaya Mandiri implements open and effective internal communication, ensuring that information is conveyed quickly to employees in the office and field. With smooth communication between parts, companies can adapt to changes and maintain smooth operations, in accordance with general system theory that emphasizes the importance of interaction between parts in achieving common goals.

Terms of Communication

The terms of communication within the company are rules and guidelines that govern how communication is carried out, including how to speak, the right time to convey information, communication channels used, and attitudes when interacting (Andari, 2022). The purpose of this provision is to create

orderly, professional, and efficient communication, as well as maintain a comfortable and productive working atmosphere. For example, employees are encouraged not to disturb busy coworkers, use polite language, and treat all coworkers fairly. This provision contributes to the formation of a work culture that is mutually respectful and supportive.

The importance of ethics in communication is also emphasized to avoid misunderstandings and work interruptions. Employees are expected to appreciate their colleagues' work time, wait until they're done before interrupting, and use gestures or messages to communicate. This shows that good communication involves not only the delivery of information, but also an understanding of the right time to interact. In addition, attention to the context and working conditions is also part of the provision of unwritten communication, where employees respect each other's focus while completing tasks.

This work culture that values calm and focus helps companies maintain work effectiveness, avoid misunderstandings, and create harmonious and professional working relationships. By implementing orderly communication habits, companies can ensure that all employees feel valued and motivated to perform optimally, which ultimately contributes to the overall success of the organization. Clear and mutually understood communication conditions are an important foundation in creating a productive and mutually supportive work environment.

Messages in Internal Communication

Messages in internal communication are the core of delivering company information, including work instructions, announcements, directions, and appreciation to employees (Qosidah, 2023). Based on the results of interviews with informants from PT. Meteor Sriwijaya Mandiri Palembang, messages in internal communication are conveyed in a two-way, open, and direct manner to minimize misunderstandings. Delivery not only comes from superiors to subordinates, but also provides space for employees to convey input, ideas, and constraints. This indicates the existence of active and participatory mutual communication.

The company implements various strategies to convey messages effectively, such as regular meetings, clear briefings, and open evaluations. Communication media such as WhatsApp and email are also used to accelerate the dissemination of information. The disclosure of information from the leadership directly creates a more harmonious working atmosphere and builds mutual trust.

Employee responses to this communication pattern are also very positive. They feel appreciated because they are involved in the communication process and get clarity in carrying out their duties. Overall, the messages conveyed are not only a tool for conveying information, but also strengthen the relationship between leaders and employees and become an important basis for building loyalty and a positive work culture.

Communicating Media

Internal communication media is any form of means used to convey information between parties within the company (Dharma, 2023). The results of the interview show that PT. Meteor Sriwijaya Mandiri Palembang uses various internal communication media that are tailored to needs and situations. The most commonly used media are WhatsApp and email because they are considered fast, easily accessible, and efficient in conveying information. WhatsApp groups are used to convey routine or urgent information, while email is used for messages that are more formal and documentary.

In addition to digital media, companies also rely on face-to-face communication, such as meetings or face-to-face meetings, especially when in-depth explanations or discussions related to technical obstacles in the field are needed. This direct communication is considered essential to ensure a thorough understanding and avoid miscommunication, particularly in the context of operational work.

With the combination of various media, the company is able to keep the flow of information smooth and on target. The selection of appropriate media not only increases the effectiveness of communication, but also supports coordination between parts, accelerates problem solving, and maintains work productivity. This strategy proves that the use of the right communication media is an important factor in supporting the success of the company's internal communication.

Relationship Patterns in Internal Communication

Effective internal communication patterns are essential to ensure the smooth and efficient of the organization's overall systems, both in vertical (between superiors and subordinates) and horizontally (between colleagues) (Zamani, 2020). The pattern of internal communication relations at PT. Meteor Sriwijaya Mandiri Palembang involves vertical (up and down) and horizontal communication between fellow colleagues. Vertical upward communication allows employees to report issues to superiors, while downward vertical communication ensures instructions and policies are clearly communicated. Horizontal communication speeds up coordination and problem-solving between colleagues. All of this supports smooth operations and the creation of a conducive work atmosphere.

Vertical upward communication allows for the flow of feedback from employees to superiors for quick action in resolving problems, in accordance with the principles of general systems theory. Vertical downward communication ensures that leadership policies and instructions are clearly understood by employees, reduces misunderstandings, and improves operational effectiveness. Horizontal communication between colleagues speeds up direct problem solving and improves work efficiency. All of these communication patterns are interrelated to support the smooth operation of the company.

Barriers in Internal Communication

Obstacles in internal communication are one of the important challenges in an organization, including at PT. Meteor Sriwijaya Mandiri Palembang. Ideal communication should be able to flow smoothly vertically and horizontally to ensure work effectiveness, accurate information delivery, and the creation of harmonious working relationships (Primary, 2022). However, in practice, the communication process is often disrupted by a variety of factors. The obstacles that arise come not only from communication media or information channels, but also from psychological aspects and individual characteristics. Differences in communication styles, lack of feedback, misaligned perceptions, as well as work pressure and time constraints are the main causes of communication delays. Within the framework of General Systems Theory, these barriers reflect disruptions in the relationships between organizational subsystems that can trigger imbalances and decrease the effectiveness of the overall system.

In addition, as a company that is still growing, such as high employee turnover and adjustment of the compensation system, it is also difficult to build stable and consistent communication. In daily operations, miscommunication often occurs when handling documents, a quick decision-making process, and in handling emergency situations such as work accidents or vehicle damage. Fast-paced coordination without an organized formal communication flow can create gaps in the delivery of accurate and timely information.

These obstacles show that the company's internal communication system is still in the process of adaptation and needs evaluation and improvement to be more structured. Without an efficient communication system, any obstacles that arise can disrupt the performance of other subsystems, thus risking hindering the achievement of the company's overall goals. Therefore, it is important for companies to establish proactive, open, and adaptive communication patterns to create a solid work environment and support employee loyalty.

Efforts to maintain loyalty carried out by employees at PT. Meteor Sriwijaya Mandiri

Employee loyalty is not solely determined by the company's policies or strategy, but is also influenced by the attitude and effort shown by the employees themselves (Asita et al., 2023). Efforts to maintain employee loyalty at PT. Meteor Sriwijaya Mandiri Palembang is carried out through a two-way contribution between the company and employees. Employees show loyalty through discipline, responsibility, openness to superiors' directions, and maintaining good relationships with colleagues. Meanwhile, the company strives to fulfill employee rights such as decent salaries and benefits, flexibility in working hours, appreciation, and a comfortable and supportive work environment. The application of general systems theory illustrates that loyalty is formed from a balanced interaction between parts of the organization. When communication goes well and rights and obligations are fulfilled fairly, a healthy and harmonious work system is created that encourages employees to remain loyal to the company.

CONCLUSION

The implementation of internal communication at PT. Meteor Sriwijaya Mandiri Palembang shows that effective communication is key to achieving organizational goals and creating a harmonious work environment. Through clear communication provisions, both verbally and nonverbally, companies are able to build a relationship of mutual trust between leaders and employees, as well as increase job satisfaction and motivation. Despite the barriers in communication, such as misunderstandings and time pressures, companies strive to overcome these challenges by implementing an open and two-way communication strategy. Thus, good internal communication not only supports smooth operations, but also strengthens employee loyalty and creates a work culture of mutual respect.

Efforts to maintain employee loyalty at PT. Meteor Sriwijaya Mandiri Palembang shows that loyalty does not only depend on company policies, but also on employee attitudes and actions. Employees demonstrate commitment through discipline, responsibility, and rapport with colleagues, while the company plays a role by fulfilling employee rights, such as a decent salary and a supportive work environment. Good interaction between employees and superiors, as well as open two-way communication, creates a conducive working atmosphere and increases a sense of appreciation. Thus, employee loyalty is formed from a balance between rights and obligations, as well as support from the company, which is in line with the principles of general systems theory that emphasizes the importance of interaction between subsystems in achieving organizational goals.

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