

**POLA KOMUNIKASI ORGANISASI DALAM MENDUKUNG PELAYANAN
PUBLIK DI BADAN RISET DAN INOVASI DAERAH (BRIDA) PROVINSI
JAWA TIMUR**

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ABSTRACT

Organizational communication is important because it supports the flow of management systems within an organization. The purpose of this research is to analyze the communication patterns used by the East Java Provincial Regional Research and Innovation Agency in supporting public services, to analyze inhibiting factors and factors in the implementation of organizational communication patterns, and to analyze efforts in implementing organizational communication to support more effective public services. This study uses data collection methods such as interviews and documentation. The organizational communication patterns in this research are based on Veithzal Rivai's theory, which includes vertical, horizontal, and diagonal communication patterns as indicators. The research findings indicate that the East Java Provincial Regional Research and Innovation Agency implements organizational communication to support public services using vertical communication patterns, which are used by leaders to coordinate subordinates through meetings, briefings, and employee performance evaluations. Horizontal communication is used by employees at the same level to approach and support the implementation of planned work programs. Diagonal communication is used for coordination meetings between functional officials and structural officials in forming teams for specific tasks. There are no barriers in delivering information by leaders, and employees are proficient in using communication media. As a supportive factor, employees are provided with specialized training on the use of communication media. The efforts made by the East Java Provincial Regional Research and Innovation Agency to support effective public services include fostering good relationships between leaders and employees, as well as promoting good relationships among employees to support the implementation of planned work programs, thus contributing to effective public service.

Keywords :Communication, Organization,Pattern, Public Service, Effectiveness.