

ABSTRACT

INTERNAL COMMUNICATION STRATEGY IMPLEMENTING DIVERSITY, EQUITY, & INCLUSION APPROACHES IN GOVERNMENT INSTITUTIONS (Qualitative Descriptive Analysis of the Deputy for Administration of the Cabinet Secretariat of the Republic of Indonesia)

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Government institutions play a central role in supporting the advancement of a country. It is crucial for these institutions to pay attention to their employees to maintain a comfortable working environment due to the diversity of the workforce. This diversity arises from the national recruitment process, which brings together employees from various backgrounds. This study aims to understand the communication strategies in the implementation of diversity, equity, and inclusion within government institutions. The findings of this research reveal that the Deputy for Administration at the Cabinet Secretariat of the Republic of Indonesia has established several programs to support these initiatives. These programs include counseling, interest and talent mapping, coaching and mentoring, education and training, as well as various other meetings. These efforts are designed to foster an inclusive and equitable workplace, ensuring that the diverse needs of employees are met and that they feel valued and supported in their professional roles. This study highlights the importance of tailored communication strategies in successfully implementing diversity, equity, and inclusion programs within government institutions, ultimately contributing to a more harmonious and productive work environment. The author recommends that organizations or companies with diverse workforces apply communication strategies with a DEI approach to create a comfortable working environment.

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