



## **Exploring the Role of Organizational Communication in Preventing Information Delivery Errors**

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### **Abstract**

This study aims to explore the role of organizational communication in preventing communication errors that can negatively affect organizational operations. One of the primary challenges in organizations is communication errors that lead to information distortion, decision-making mistakes, reduced efficiency, and even internal conflicts. In an increasingly complex and dynamic environment, the role of effective communication becomes crucial to ensuring clear and accurate information flow at every organizational level. This research uses a qualitative approach through in-depth interviews and direct observations within public and private organizations to understand the factors influencing communication errors and ways to prevent them. Based on the findings, open communication, the use of appropriate technology, and a supportive organizational culture for two-way communication are key factors in minimizing information errors. The study's recommendations emphasize the importance of continuous communication training and the development of more transparent communication systems in organization.

**Keywords:** Organizational Communication, Information Delivery Errors, Effective Communication, Decision Making, Organization

### **Introduction**

Organizational communication plays a vital role in ensuring operational success. A major issue often encountered is the misdelivery of information. Klein & Knight (2018) found that miscommunication in the workplace can lead to various problems, including poor decisions, customer dissatisfaction, and decreased employee motivation. These issues become more complex with generational communication differences, cultural variations, and the increasing reliance on technology. Allen et al. (2021) found that about 60% of corporate communication errors stem from unclear messages and inappropriate channels. These issues call for a heightened awareness of effective communication systems and strategies to minimize potentially damaging errors.

Miscommunication frequently arises from a mismatch between the sender's intent and the receiver's understanding. Hall et al. (2019) noted that perception gaps, communication flow disruptions, and improper use of technology trigger errors. Organizational culture also plays a role—cultures that lack transparency and feedback mechanisms tend to exacerbate these issues. Andriessen & Jansen (2020) observed that organizations with open, feedback-driven cultures experience fewer communication

errors. This highlights the importance of studying how communication structures and culture influence message accuracy.

Existing studies often emphasize communication theories and models, but few specifically address the causes of information delivery errors. Kowalski & Kutz (2020) revealed that many errors arise not from incorrect messages but from recipients misunderstanding the message's context or intent. This highlights a gap in understanding how organizational communication can prevent such issues.

While organizational communication is well-studied, detailed research on communication error causes and prevention strategies remains limited. Few have examined internal variables such as organizational culture, communication technology, and skill training. This study aims to fill that gap by providing a deeper analysis of the causes of communication errors and prevention strategies.

The main goal is to explore and analyze the role of organizational communication in preventing information errors. Specifically, it aims to identify factors affecting communication effectiveness and offer concrete strategies for reducing errors. Practical recommendations will be provided for managers to develop more transparent and effective systems.

## Method

This study uses a qualitative case study approach to examine how organizational communication prevents information delivery errors in real-world organizational contexts. The study was conducted at PT XYZ's office on May 5, 2025. The site was chosen due to its clear structure and intensive internal communication activities. Subjects include PT XYZ employees and managers directly involved in internal communications. Participants were selected purposively for their knowledge and roles.

## Results and Discussion

### Research Findings

Data was collected through interviews, direct observation, and document studies at PT XYZ. The focus was to understand communication's role in preventing information errors. PT XYZ uses both vertical (e.g., briefings, emails, weekly coordination meetings) and horizontal communication across and within divisions. While clear SOPs exist, misinterpretations still occur due to ambiguous language or poor channel choices.

### Causes of Communication Errors

Common causes identified:

- Inappropriate communication channels (e.g., important instructions via WhatsApp).
- Lack of message clarity in internal emails/memos.
- Time constraints during meetings leading to incomplete messages.
- Differing perceptions among employees.

## Preventive Measures at PT XYZ

### Efforts made include:

- Mandatory feedback loops for critical messages.
- Increased frequency of inter-department meetings.
- Quarterly internal communication skills training.
- Digital minutes documentation for accessible meeting records.

## Discussion

PT XYZ has a structured communication system, but its implementation faces challenges. This aligns with Robbins (2003), who emphasized the importance of clear channels, quick feedback, and shared understanding. Despite having formal structures, consistent application and regular evaluation are necessary. Daft & Lengel's (1986) Media Richness Theory also applies here: richer media (e.g., face-to-face or video meetings) are more effective for complex messages, while text often leads to misinterpretation. The preventive efforts reflect Luhmann's (1995) theory that organizations function as social systems sustained by structured communication.

## Conclusion

Organizational communication plays a vital role in preventing information errors that can obstruct effective decision-making and operational efficiency. The case of PT XYZ illustrates that, even with clear organizational structures, practical challenges such as mismatched communication media, vague messaging, and perceptual discrepancies continue to emerge. To mitigate these issues, it is essential to implement preventive strategies, including establishing feedback loops, improving coordination mechanisms, enhancing communication training, and maintaining thorough documentation. These measures emphasize the importance of a communication system that is structured, adaptive, and interactive. In light of this, several recommendations are proposed: first, strengthen communication standards by developing and disseminating comprehensive guidelines focused on appropriate media usage and message clarity; second, optimize the use of communication media by employing richer channels such as face-to-face or video interactions for critical messages to prevent misinterpretation; third, improve employee communication skills through consistent and inclusive training programs across all organizational levels; fourth, foster a culture of active feedback to detect and resolve communication breakdowns promptly; and finally, conduct periodic evaluations of the communication system to ensure its ongoing relevance and effectiveness in response to organizational dynamics.

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