

# EFFECTIVE COMMUNICATION STRATEGIES IN RESOLVING DIFFERENCES OF OPINION BETWEEN DIVISIONS IN THE ORGANIZATION

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## Abstract

**Background** - Effective communication is an important factor on enhancing operational efficiency and accomplishing organizational goals. This study seeks to understand what types of communication mitigate differences of opinion that lead to interdivisional conflict. Using a descriptive qualitative approach, data was obtained through a semi-structured questionnaire involving ten respondents from various divisions. The main findings show that differences in work priorities are the main factor that triggers conflict between divisions, which in turn hinders team coordination and effectiveness. Identified communication barriers include individual ego, lack of self-confidence, and unpreparedness to accept criticism. The results also highlighted the importance of the leadership role in bridging these differences through clear direction and facilitating open communication. The study concludes that the implementation of appropriate communication strategies, such as regular interdivisional meetings and constructive leadership approaches, can reduce tensions, increase collaboration, and support optimal achievement of organizational goals. Effective communication not only contributes to resolving conflicts, but also to increasing productivity, motivation, and job satisfaction, which ultimately contributes to a positive work culture in the organization

**Purpose** - This research aims to analyze effective communication strategies in organizations to overcome differences of opinion between divisions. By utilizing communication theory and conflict management models, this research is expected to be a guide for organizations in formulating communication policies that are able to minimize conflict and maximize performance and job satisfaction.

**methodology** - The research used qualitative methods with descriptive approach which seeks to understand the phenomenon of communication between divisions within organization deeply. Qualitative methods were preferable in this case because the nature of the data, which involve more subtle subjective, experiential data, such as perceptions and the nature of interactions and relationships between divisions, tend to be dynamic, complex and filled with context-rich meaning. A semi-structured survey schedule of 10 questions was used to collect data from 10 purposively sampled respondents. The respondents represented divisions that have extensive interactions with one another, so the perspectives used in this research provide a good range of interdivisional communication dynamics. Since the questionnaire is semi-structured, the respondents are free to answer so that the data obtained is more diverse and in-depth. The thematic analysis method, which entails classifying responses according to themes, spotting patterns, and deciphering meanings, was used to examine the collected data. The communication patterns, obstacles encountered, and strategies for settling disputes between divisions were then described by the interpretation of each key topic that arose from this data. It is anticipated that this method will provide a detailed account of the communication issues and solutions implemented within the company.

**Findings** - The study's major findings show that conflict stems mostly from divergent work agendas across divisions, which can undermine team cohesion and productivity. Personal ego, lack of confidence, and unwillingness to accept criticism are all factors that contribute to communication obstacles between divisions. Divisional leaders are critical in settling these issues because they can issue clear directions and ensure that everyone is working towards the same goal. Furthermore, implementing effective communication tactics, such as frequent divisional meetings and positive leadership styles, can reduce tensions, improve teamwork, and aid in the achievement of corporate goals. In addition to settling disagreements, efficient communication increases output, motivation, and job satisfaction, ultimately improving the organization's work culture.

**Originality** - This study sheds light on how effective communication can help to resolve conflicts that frequently develop as a result of differing agendas and perspectives within divisions. The essay also underlines the necessity of leadership in resolving conflicts and fostering collaboration across divisions in order to create a more peaceful work environment. Furthermore, the paper provides practical strategies for overcoming communication hurdles such as individual ego and a lack of confidence, which frequently arise in businesses. This study gives suggestions for firms looking to improve team effectiveness and accomplish common goals by encouraging regular meetings between divisions and open communication. Overall, this study contributes to our understanding of how effective communication not only resolves disagreements, but also plays a significant role in enhancing productivity, motivation, and job satisfaction.

Keywords: Effective communication, Interdivisional conflict, Team coordination, Leadership, Communication strategies

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