



## THE ROLES OF LANGUAGE AND COMMUNICATION IN RELATION TO ORGANIZATIONAL CULTURE AT PT. ASTRA INTERNATIONAL MEDAN-BINJAI NORTH SUMATERA

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### Abstract

Language refers to a tool for communication and it has some functions such as transferring information, conveying ideas, opinions, and thoughts, acquiring knowledge, motivating along with appreciating people. This study used descriptive qualitative design by administering the open questionnaires to twelve employees at PT. Astra International Medan-Binjai North Sumatera. The results of this study are language and communication have a great role in relation to organizational culture and it is very important in the company. Moreover, the reasons are to make the work be successful and run well, to reach company goals, to avoid mistakes and misunderstandings, to motivate and appreciate the people in the organization, and to create the comfortable environment of work in the company.

*Keywords: language, communication, organization, culture*

### Abstrak

Bahasa merujuk pada alat komunikasi yang memiliki beberapa fungsi seperti mentransfer informasi, menyampaikan ide, pendapat, dan pemikiran, memperoleh pengetahuan, memotivasi serta menghargai orang lain. Penelitian ini menggunakan desain deskriptif kualitatif dengan menyebarkan kuesioner terbuka kepada dua belas karyawan di PT. Astra International Medan-Binjai Sumatera Utara. Hasil dari penelitian ini menunjukkan bahwa bahasa dan komunikasi memiliki peran penting dalam hubungannya dengan budaya organisasi dan sangat penting dalam perusahaan. Selain itu, alasan-alasannya adalah untuk membuat pekerjaan berhasil dan berjalan dengan baik, mencapai tujuan perusahaan, menghindari kesalahan dan kesalahpahaman, memotivasi dan menghargai orang-orang dalam organisasi, serta menciptakan lingkungan kerja yang nyaman di perusahaan.

*Kata kunci: bahasa, komunikasi, organisasi, budaya*

### INTRODUCTION

Language refers to a medium of interaction or tools to communicate to convey studies, ideas, generalities, or indeed a feeling. The generality that language is a tool to convey the study has had a long history. still, in the sociolinguistic study considered to be too narrow because the language exertion is basically a "who speak what language to whom, when, and to what end. Therefore, from the view of sociolinguistics, language functions can be viewed from different angles, analogous as speakers, listeners, motifs, canons, and discussion purpose (Chaer and Agustina, 2004). From the point of speaker, language serves as a particular or private identity and Jakobson called it as emotive

function. It means, speakers expressed their standpoint on what they speak out. The speakers not only express passions through language, but also showed emotion when delivering their speech. therefore, the listener can understand whether the speakers in an angry, sad, or happy.

However, from the point of the listener and the speaker, the language has a function as a directive, which regulate the behaviour of the listener, and Halliday defines as necessary function, while Jakobson called rhetorical. From this angle, the language not only makes the listener to do commodity, but the exertion was harmonious with what the speaker wants. This can be done by the speakers through rulings that express a command, direction, demand, or temptation. Then, Finocchiaro (1974) called it as interpersonal, and Halliday called it as interactional for a fatigue function of language. Halliday (1993) categorizes the function of language predicated on the generality beyond the language function as other experts do, and the functions of language are:

- 1) necessary function is the function of the language used to manipulate the terrain that led to a particular situation.
- 2) nonsupervisory function is the use of language that serves to control an event, analogous as blessing, rejection, etc.
- 3) the representational function of language that serves to make a statement, present the data, etc.
- 4) the use of interactional function of language serves to maintain the relationship to keep dispatches running fluently, delivering jokes, master shoptalk, expressions used by the conversational mate.
- 5) heuristic function is the function of the language that is used to acquire knowledge to recognize the terrain, analogous as a child wondering about what is seen.
- 6) particular function, videlicet the use of language that serves to express heartstrings, passions, personality, etc.
- 7) the function of the imaginative use of language that serve to produce a system or be imaginative ideas.

Moreover, communication is the process of conveying thought or heartstrings by one person to another person. The thought can be ideas, information, opinions, and others that arise from his mind. heartstrings can be faith, certainty, distrustfulness, solicitude, outrage, courage, excitement and so on that arise from the depths of the heart. This transfer of understanding involves further than just the words used in discussion, but also facial expressions, emphasis, oral breakpoints and so on. Communication is the process of conveying one's studies and or heartstrings to others. Moreover, the communication process is divided into two stages, videlicet primary and secondary communication (Effendy, 2016). Primary communication is the process of conveying one's studies and or heartstrings to others by using symbols (symbols) as media, while the secondary communication process is the process of conveying dispatches by someone to others by using tools or installations as the alternate medium after using symbols as symbols. the first medium. also, communication is the act of converting others to interpret an idea in the manner intended by the speaker (Flippo, 2015).

Meanwhile, communication is the transfer of information and understanding from one person to another (Davis, 1985). Likewise, in company it is necessary to apply effective communication since effective communication enhances a company's ties with all its stakeholders and helps businesses in a variety of ways (Wit Language School, 2017). The ways of business in association namely 1) strengthening decision making, 2) fastening issue resolution, 3) giving early warning of possible problems, 4) having lower productivity and steady workflow, 5) strengthening business alliances, 6) making clearer

and farther compelling marketing messaging, 7) enhancing professional images for both employers and enterprises, and 8) abating hand development and farther hand satisfaction.

Then, communication refers to the process of conveying thoughts or feelings by one person (communicator) to another person (communicant). Thoughts can be ideas, information, opinions, and others that arise from his mind. Sikula (2017) described that communication is the process of transmitting information, meaning, and understanding from one person, place, or thing to another person, place, or thing (Sikula, 2017) Then, the communication process is divided into two stages, namely primary and secondary communication (Effendy, 2016). Primary communication is the process of conveying one's thoughts and or feelings to others by using symbols (symbols) as media, while the secondary communication process is the process of conveying messages by someone to others by using tools or facilities as the second medium after using symbols as symbols. the first medium. Moreover, communication is the act of inducing others to interpret an idea in the manner intended by the speaker or writer (Flippo, 2015).

Furthermore, in line with organizational culture in company it is necessary to apply effective communication since effective communication enhances a company's ties with all its stakeholders and helps businesses in a variety of ways (Wits Language School, 2017). The ways of business in organization such as 1) strengthening decision making, 2) fastening issue resolution, 3) giving early warning of possible problems, 4) having greater productivity and steady workflow, 5) strengthening business partnerships, 6) making clearer and more compelling marketing messaging, 7) enhancing professional images for both employers and firms, and 8) decreasing employee turnover and more employee satisfaction.

Also, in association people generally develop hypotheticals, values, and beliefs that affect our behaviours, allowing and opinions after having spent enough time to partake gests, knowledge with other individualities or while passing successes and failures in their lives and eventually these are the fundamentals for the societies that impact them and give a conception for nearly all in diurnal lives. It relates to the associations that it can be assumed that the associations have their own personalities, and it's defined as organizational culture. also, leaders generally establish, and exercise participated beliefs and values that constitute organizational culture and so, it helps workers shape their comprehensions, behaviours and understanding in terms of the charge and vision of the association itself.

Then, building an important organizational culture helps associations give thickness and direction, make effective opinions and step forward, boost the pool and help reach their true eventuality. likewise, it's veritably essential for associations to produce an effective organizational culture because it not only influences all aspects of organizational operations, but it also affects the work behaviours of the workers and if it complies with the workers efficiently, also they feel more comfortable, secured, supported, and valued in their association. In addition, Bauer and Erdogan (2012) emphasized that it involves a system of participated hypotheticals, values, and beliefs that help workers realize what's applicable and unhappy gesture at workplaces and it has been emphasized that the participated beliefs and values have a violent influence on hand gesture as well as organizational performance.

Moreover, Meng and Berger (2019) underscored that it is a participated literacy pattern of gesture that can be transmitted from one generation of organizational members to the coming and defined it as a collection of beliefs, values, and gospel which are participated by members of an association and it's also maintained that since associations are regarded as socio- and rational- structural systems, individualities in the associations

frequently develop a set of mutually respectable ideas and beliefs about what's true, what's important, and how to respond and eventually it drives hand engagement and satisfaction.

Then, it becomes a need for organizational managers with direct reports to communicate effectively to engage with people, establish stronger relationships, and change attitudes and behaviours in the workplace. Communication necessitates specialist individuals in the field of exchange, which deals with the internal and external communication of information. Through attentive and effective communication, a manager should be the first to build bridges amongst people of the company. Organizational operations are correctly conducted thanks to communication. Effective communication necessitates skilled individuals in the field of communication, which deals with both internal and external exchange of information (Bucata & Rizescu, 2017). Therefore, employees and managers must communicate effectively for employees to understand what is expected of them. Managers must offer a clear job description for each employee, ensuring that employees have instant access to the resources they need to accomplish each task. The term communication refers to any efforts undertaken by management to improve employee performance (Femi, 2014).

Besides, there is no disputing the importance of communication in the workplace, given that individuals from all social and professional backgrounds join in an organization to work toward the same goals. Administrators frequently fail to recognize the significance of communication at work and so fail to properly communicate their ideas, organizational goals, vision, and so on (Adu-Oppong and Agyin-Birikorang, 2014). Therefore, employee morale is also improved when there is good communication within a team. Employees will feel safer in their roles if they believe they are properly educated about the company's strategy and goal. Regular internal communication may also contribute to a better work ethic if employees are reminded of their accomplishments and feel like they are working toward a common objective.

Moreover, organizational leaders who shift away from traditional forms of communication have an impact on organizational goals to boost productivity (Yang, Huang and Shu, 2014). When it comes to the interaction of individuals inside an organization, organizational communication becomes essential. Communication inside the company becomes critical to get a shared understanding of the information provided to each other. Communication may provide happiness to those who engage in it. Corporate, social, and personal happiness are all dependent on a person's capacity to communicate effectively to others about his job, what he wants, and what he thinks. Then, internal communication is critical for workers to be able to carry out their jobs conscientiously while contributing to the organization's overall success and achievement.

Then, in company needs effective communication between operation and staff is pivotal for a company's implicit success. Therefore, leaders must use communication ways that will have a salutary impact on the plant (Gray & Laidlaw, 2002) therefore helps the directors to be apprehensive of the performance of their inferiors (Munjil, 2017). When it comes to an hand's gesture at work, provocation is concerned with how the hand views his or her position within the company, with how his or her job is valued, both in terms of value( the fact that he or she's paid for his or her work) and social element( how others consider his or her work), as well as with interpersonal relations created in the profession(Bucata & Rizescu, 2017). Hand performance refers to a hand's gesture while executing a job or task (El- Zeiny, 2012). It becomes commodity or an outgrowth created by the association's workers (Folorunso, Adawale and Abudunde, 2014). Understanding effective communication styles helps to inspire hand productivity and provides a better understanding of communication variables that affect societal change (Gursoy, Chi and Karadag, 2013).

Therefore, the workers realize that communication, which is the complementary exchange of knowledge that begins with the receiver and leads to successful and effective job performance in an association, is a vital part of their work since it's the substance of operation. Management's abecedarian conditioning planning, organizing, staffing, directing, and controlling cannot be carried out effectively without good communication. In an association, several units live, and contact occurs through communication to achieve organizational pretensions. Besides, Wibowo, Listiorini and Haryadi (2023) found that there is influence between communication and Organizational culture in an institution. Then Darus, and Saabar (2022) figured out that the appropriate management style is important to create a good organizational culture and foster mutual trust between employers and employees that help them improve working performance at the same time. Therefore, this study analysed about the roles of language and communication along with the reasons of using language and communication in organizational culture at PT. Astra International TSO.

## METHOD

This study applied the descriptive qualitative method which described an inquiry process of understanding a social or human problem, based on building a complex, holistic forms with words (Creswell, 2007). The writer used the descriptive qualitative design to describe the roles of language and communication as well as the reasons for using language and communication in organizational culture at PT. Astra International TSO.

The data in this study were taken from twelve employees at PT. Astra International TSO on Jalan Medan-Binjai North Sumatera by using open questionnaires. The procedures in the technique of data analysis in this study were as follows: 1) data condensation, 2) data display, and 3) data verification (Miles, Huberman, Saldana, 2014).

## FINDINGS AND DISCUSSION

After analysing the data from the questions about the roles of language and communication in relation to organizational culture, it can be seen as follows:

### 1. The roles of language and communication

Table 1. Roles of Language and Communication

No	Question	Respondents	The Responses
1	What do you think about the roles of language and communication in company?	1	I think it is very important
		2	I think it is very important
		3	Yes, it is very important
		4	It is very important
		5	It is necessary
		6	It is very important because by communication it is easier to gain the company goals
		7	Yes, it is very important
		8	Yes, it is very important
		9	Yes, it is very important
		10	Yes, it is very important
		11	Of course,
		12	Yes, it is very important

Table 1 showed that the respondents thought that the language and communication were very important in organizational culture in gaining the company goals.

Table 2. Giving Instructions

No	Question	Respondents	The Responses
2	In your opinion, does your superior give	1	Yes, I think so
		2	Yes, I think so
		3	Yes, of course

	the certain instruction of work?	4	Yes, of course
		5	Yes, I think so
		6	Yes, I think so
		7	Yes, I think so
		8	Yes, I think so
		9	Yes, I think so
		10	Yes, I think so
		11	Yes, I think so
		12	Yes, I think so

Table 2 indicated that the respondents thought that their superior gave the instruction of the work by using good language and communication to maintain the organizational culture in the company.

Table 3. Giving Information

No	Question	Respondents	The Responses
3	In your opinion, does your superior give the certain information of work?	1	I think so
		2	I think so
		3	I think so
		4	I think so
		5	I think so
		6	Of course, in terms of getting information
		7	I think so
		8	I think so
		9	I think so
		10	I think so
		11	I think so
		12	I think so

Table 3 described that the respondents thought that their superior gave the certain information the work by using good language and communication to maintain the organizational culture in the company.

Table 4. Giving Procedure System

No	Question	Respondents	The Responses
4	In your opinion, does your superior give the information of procedure and practice of the work?	1	I think so
		2	I think so
		3	I think so
		4	I think so
		5	I think so
		6	Of course,
		7	I think so
		8	I think so
		9	I think so
		10	I think so
		11	I think so
		12	I think so

Table 4 showed that the respondents thought that their superior gave the information of procedure and practice of the work as the way of communication in organizational culture in the company.

Table 5. Giving Feedback

No	Question	Respondents	The Responses
5	In your opinion, does your superior give the feedback of work results?	1	I think so
		2	I think so
		3	Absolutely
		4	definitely
		5	I think so
		6	Certainly
		7	I think so
		8	I think so
		9	I think so

		10	I think so
		11	Absolutely
		12	definitely

Table 5 indicated that the respondents thought that their superior gave the feedback of the work as the way of communication in organizational culture in the company.

Table 6. Readiness of Giving Information

No	Question	Respondents	The Responses
6	Do you think that you are ready to give information to your superior in the company?	1	Certainly
		2	I think so
		3	I think so
		4	Absolutely
		5	Definitely
		6	I think so
		7	Certainly
		8	I think so
		9	I think so
		10	I think so
		11	I think so
		12	I think so

Table 6 described that the respondents thought that they were ready to give the information as the way of communication in organizational culture in the company to gain the company goal.

Table 7. Receiving Information

No	Question	Respondents	The Responses
7	In your opinion, does your superior receive the employees' information?	1	Yes, I think so
		2	Yes, I think so
		3	Yes, I think so
		4	Yes, I think so
		5	Yes, I think so
		6	Maybe, he receives it
		7	sometimes
		8	He will think about it
		9	Yes, I think so
		10	Yes, I think so
		11	Yes, I think so
		12	Yes, I think so

Table 7 showed that the respondents thought that the superior received the information from the employees as the way of communication in organizational culture in the company to gain the company goal.

Table 8. Giving Information for Decision Making

No	Question	Respondents	The Responses
8	Do you think that you will give the valuable information in the process of decision making in the company?	1	Yes, I will
		2	Yes, I will
		3	Yes, I will
		4	Yes, I will
		5	Yes, I will
		6	Yes, I will
		7	Yes, I will
		8	Sometimes
		9	Sometimes
		10	Yes, I will
		11	Yes, I will

		12	Sometimes
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Table 8 indicated that the respondents thought that the superior took the information from the employees in making decisions in the company.

Table 9. Providing for Giving Suggestions

No	Question	Respondents	The Responses
9	In your opinion, does your superior provide the opportunity to the employees for giving the suggestions?	1	Yes, I think so
		2	Absolutely
		3	Certainly
		4	Yes, he does
		5	Yes, I think so
		6	I think so
		7	Certainly
		8	Yes, he does
		9	Yes, I think so
		10	Yes, I think so
		11	Yes, I think so
		12	Yes, I think so

Table 9 described that the respondents thought that the superior gave the opportunity to the employees to give their suggestions for improving and gaining the company goals.

Table 10. Giving Help for Accomplishing the work

No	Question	Respondents	The Responses
10	In your opinion, does your superior give help to the employees in accomplishing the work in the company?	1	Yes, absolutely
		2	I think so
		3	Certainly
		4	Yes, certainly
		5	Yes, he does
		6	Yes, absolutely
		7	I think so
		8	Certainly
		9	Yes, certainly
		10	Yes, he does
		11	I think so
		12	Certainly

Table 10 showed that the respondents thought that the superior gave the help to the employees to give in accomplishing the work in the company.

2. The reasons of using language and communication in relation to organizational culture in the company.

The data about the reasons of using language and communication in relation to organizational culture in the company can be seen as follows:

Table 11. The Reasons of the Importance of Language and Communication

No	Questions	Respondent	The Responses
1	Why do you think about the roles of language and communication in company?	1	To make the successful of work
		2	To gain the company goals
		3	To avoid problems and misunderstanding
		4	To achieve the company visions and missions
		5	To make company run well
		6	To motivate the employees
		7	To improve loyalty and professional in the company
		8	To maximize the organizational culture in the company
		9	To gain the company goals
		10	To create the conducive management in the company



		11	To make the company become successful
		12	To gain the company goals

Table 11 showed that the reasons of the importance of language and communication in relation to the organizational culture in the company were to make the successful of work, to gain the company goals, to avoid problems and misunderstanding, to achieve the company visions and missions, to make company run well, to motivate the employees, to improve loyalty and professional in the company, to maximize the organizational culture in the company to create the conducive management in the company, and to make the company become successful. Table 12. The Reasons of Giving Instruction

No	Questions	Respondent	The Responses
2	Why does your superior give the certain instruction of work?	1	To make the work easier to be accomplished
		2	To make the company goals easier to be reached
		3	To make the employees know what to do
		4	To make the employees have responsibilities
		5	It is important in the company
		6	To make the work easier to be accomplished
		7	To make the company goals easier to be reached
		8	To reach the company goals
		9	To optimize the work
		10	To reach the company goals
		11	To motivate the employees
		12	To reach the company goals

Table 12 indicated that the reasons of the superior gave the certain instruction of work to the employees were to make the work easier to be accomplished, the company goals easier to be reached, the employees know what to do, the employees have responsibilities, it was important in the company, to optimize the work, to reach the company goals, and to motivate the employees.

Table 13. The Reasons of Giving Information

No	Questions	Respondent	The Responses
3	Why does your superior give the certain information of work?	1	To know the work goal to be accomplished
		2	To prioritize the work that should be done
		3	To make the employees have responsibility of the work
		4	To make the employees do their work well
		5	To reach the work target
		6	To make the employees realize the importance of the work
		7	To make the employees understand what to do
		8	To avoid mistakes
		9	To avoid the negligent in the work
		10	To make the employees do their work well
		11	To make the employees understand what to do
		12	To ensure the procedures to be done well

Table 13 described that the reasons of the superior gave the certain information of work to the employees were to know the work goal to be accomplished, to prioritize the work that should be done, to make the employees have responsibility of the work, to make the employees do their work well, to reach the work target, , to make the employees realize the importance of the work, to make the employees understand what to do, to avoid mistakes, to avoid the negligent in the work, to ensure the procedures to be done well

Table 14. The Reasons of Giving Procedure of the Work

No	Questions	Respondent	The Responses
4		1	To make the work run well

Why does your superior give the information of procedure and practice of the work?	2	To make the employees feel easy to do the work
	3	To avoid the mistakes
	4	To make the employees understand what to do
	5	To avoid misunderstanding
	6	To make the employees know the procedures of the work
	7	To reach the company goals
	8	To achieve the company target
	9	To make the employees obey the rules
	10	To make the employees feel easy to do the work
	11	To make the employees understand what to do
	12	To enrich the employee's knowledge of the work

Table 14 showed that the reasons of the superior gave the information of procedure and practice of the work were to make the work run well, to make the employees feel easy to do the work, to avoid the mistakes, to make the employees understand what to do, to avoid misunderstanding, to make the employees know the procedures of the work, to reach the company goals, to achieve the company target, to make the employees obey the rules, and to enrich the employee's knowledge of the work.

Table 15. The Reasons of Giving Feedback

No	Questions	Respondent	The Responses
5	Why does your superior give the feedback of work results?	1	To motivate the employees
		2	To appreciate the employees
		3	To create good human resources in the company
		4	To get the salaries
		5	To trigger the employee's motivation
		6	To know the work progress
		7	To appreciate the employees
		8	To appreciate the employees
		9	To give reward to the employees
		10	To motivate the employees
		11	To motivate the employees
		12	To give reward to the employees

Table 15 indicated that the reasons of the superior gave the feedback of work results to the employees were to motivate the employees, to appreciate the employees, to create good human resources in the company, to get the salaries, to trigger the employee's motivation, to know the work progress, to appreciate the employees, and to give reward to the employees.

Table 16. The Reasons of Giving Information to the Superior

No	Questions	Respondents	The Responses
6	Why do you think that you are ready to give information to your superior in the company?	1	To avoid the conflicts in the company
		2	To give input to the company
		3	It is the employee's responsibility
		4	It is very important to the company
		5	To avoid mis communication
		6	To give input to the company
		7	To make the work run well
		8	It is very important to the company
		9	To avoid mis communication
		10	To give input to the company
		11	To make the work run well
		12	To get the solutions

Table 16 described that the reasons of the employees' readiness to give information to the superior in the company were to avoid the conflicts in the company, to give input to the company, it is the employee's responsibility, it is very important to the

company, to avoid mis communication, to make the work run well, to make the work run well and to get the solutions

Table 17. The Reasons of Receiving the Information

No	Questions	Respondents	The Responses
7	Why does your superior receive the employees' information?	1	To motivate the employees
		2	To reach the company goals
		3	To maintain the good environment in the company
		4	To reach the company goals
		5	To reach the company goals
		6	To reach the company goals
		7	To reach the company goals
		8	To reach the company goals
		9	To reach the company goals
		10	To reach the company goals
		11	To reach the company goals
		12	To reach the company goals

Table 17 showed that the reasons of the superior received the employees' information were to motivate the employees, to reach the company goals, and to maintain the good environment in the company.

Table 18. The Reasons of Giving Information for Decision Making

No	Question	Respondents	The Responses
8	Why do you think that you will give the valuable information in the process of decision in the company?	1	To make the work run well
		2	To make the right result
		3	To reach company goal
		4	It is very important
		5	To give the contribution to the company
		6	To participate in building organizational culture in the company
		7	To reach company goal
		8	To make the right decision
		9	To show the responsibility
		10	To reach company goal
		11	To make the right decision
		12	To make the work run well

Table 18 indicated that the reasons of the employees gave the valuable information in the process of decision in the company were to make the work run well, to make the right result, to reach company goal, it is very important, to give the contribution to the company, to participate in building organizational culture in the company, to make the right decision, to show the responsibility, and to make the right decision.

Table 19. The Reasons of Providing Opportunity

No	Question	Respondents	The Responses
9	Why does your superior provide the opportunity to the employees for giving the suggestions?	1	To reach company goal
		2	To have the effectiveness of the work
		3	To get the ideas from the employees
		4	To have the improvement of the company
		5	To get innovation in the company
		6	To get the ideas from the employees
		7	To reach company goal
		8	To have the effectiveness of the work
		9	To get the ideas from the employees
		10	To have the improvement of the company
		11	To get innovation in the company
		12	To get the ideas from the employees

Table 19 described that the reasons of superior provided the opportunity to the employees for giving the suggestions were to reach company goal, to have the effectiveness of the work, to get the ideas from the employees, to have the improvement of the company, and to get innovation in the company,

Table 20. The Reasons of Giving Help

No	Question	Respondents	The Responses
10	Why does your superior give help to the employees in accomplishing the work in the company?	1	To avoid conflict in the company
		2	To do the responsibility
		3	To optimize the work
		4	To maintain good relationship in the company
		5	To motivate the employees
		6	To show dedication
		7	To find the good decision
		8	To find a good solution
		9	To make the work run well
		10	To optimize the work
		11	To maintain good relationship in the company
		12	To motivate the employees

Table 20 showed that the reasons of superior gave help to the employees in accomplishing the work in the company were to avoid conflict in the company, to do the responsibility, to optimize the work, to maintain good relationship in the company, to motivate the employees, to show dedication, to find the good decision, to find a good solution, and to make the work run well

## CONCLUSIONS

Language and communication are important in building and maintaining the organizational culture in company since they have some functions such as transferring information, conveying ideas, opinions, and thoughts, acquiring knowledge, motivating along with appreciating people. Furthermore, the effective language and communication in company can strengthen decision making, fasten issue resolution, give early warning of possible problems, have lower productivity and steady workflow, strengthen business alliances, make clearer and farther compelling marketing messaging, enhance professional images for both employers and enterprises, and abate hand development and farther hand satisfaction. Then, the reasons of language and communication have a great role in relation to organizational culture in company are to make the work be successful and run well, to reach company goals, to avoid mistakes and misunderstandings, to motivate and appreciate the people in the organization, and to create the comfortable environment of work in the company. These findings have the contribution to both employees and the superiors in the company to increase and maintain the good language and communication as organizational culture in the company in terms of reaching the organization goals.

## SUGGESTIONS

According to the findings, it can be suggested to:

1. The superiors in the company are suggested to enculture and maintain the good language and communication the organizational culture to the employees to reach the company goals,
2. The employees in the company are suggested to enculture, understand, and maintain the good language and communication the organizational culture in the work environment in terms of gaining the company goals.

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