ABSTRACT

The change of status and desire for improvement of performance requires a different working atmosphere. This difference is something new that is a matter within the organization. Audit Communications is one way of assessment issues in organizational life.

This study aims to describe the implementation of organizational communication by conducting audits of the communication perceptions and subordinate leaders at the rector, State University of Surabaya to the satisfaction of the organization, communication climate, quality of the media, the flow of information, dissemination of information, information content, information and organizational culture purity.

This research uses descriptive quantitative approach with a purposive sampling of the leadership and employees at the Rectorate Unesa. The method of collecting data using questionnaires and secondary data obtained from interviews and literature review to obtain a more in-depth data.

The results of this study can be concluded that (1) the implementation of communication activities at the State University of Surabaya Rectorate between leaders (2) Some obstacles have founded in this research.

Suggestions for State University of Surabaya in general and leadership in particular, (1) to consider the time span of leadership in providing the task so as not urgent and not too late to get to the smallest unit, (2) the need for clarity about the information presented to avoid misinterpretation, (3) system of promotion based on performance, and the location that so many information and less have to distribute.

Key words: audit communication, organizational communication, perception