

The Implementation of Strategic Communication from the Perspective of Organizational Communication Management

Muhammad Zaiamri Zainal Abidin*
Universiti Malaya, Malaysia

*Corresponding email: zaiamrizainal@um.edu.my

Abstract

Strategic communication is often related to purposeful communication used to achieve a specific objective. It is aligned with its ability to create effective communication according to its objective and purpose of use. This position has made strategic communication to become more commonly used by an organization in achieving their mission and goals. To be in-depth on its usage, this article discusses the definition of strategic communication and its implementation in the context of an organization. This includes an explanation on how strategic communication is implemented, especially from an organizational point of view. The discussion is based viewpoints by scholars and from past research findings, particularly in the field of strategic communication research. This article concludes that strategic communication is purposeful communication that is implemented in a planned and systematic manner by emphasizing on the selection of appropriate communication approaches and by applying fluency through three phases, namely planning, implementation, and evaluation by the organization. These methods have turned strategic communication practices into an effective way in assisting organizations to achieve specific goals and objectives.

Keywords: *Strategic Communication, Purposeful Communication, Organization Management, Communication Management, Communication Approach*