



**THE IMPLEMENTATION OF DISCORD AS ONLINE COMMUNICATION PLATFORM TO ENHANCE INTERNAL
COMMUNICATION FLOW WITHIN NYAMPIH START-UP**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Bachelor's Degree in Communication Study Program
(S.I.Kom)**

**By:
NAJLA AULIS SHABIRA
009201900061**

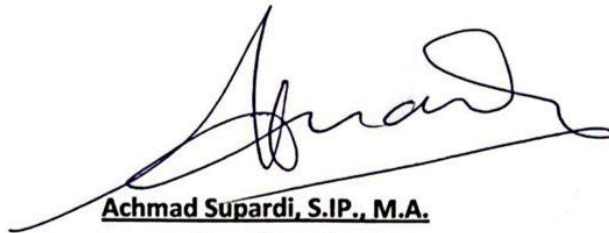
**FACULTY OF HUMANITIES
COMMUNICATION STUDY PROGRAM**

**CIKARANG
SEPTEMBER, 2023**

PANEL OF EXAMINER APPROVAL

The Panel of Examiners declare that the undergraduate thesis entitled **The Implementation of Discord as Online Communication Platform to Enhance Internal Communication Flow within NYAMPIH Startup** that was submitted by Najla Aulis Shabira majoring in Communication Science from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on September 26th 2023.

Panel of Examiner



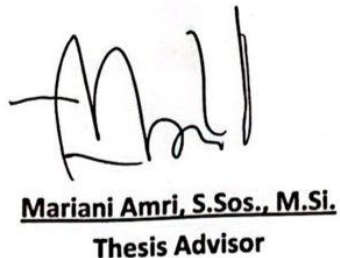
Achmad Supardi, S.IP., M.A.

Examiners 1



Haris Herdiansyah, S.Psi., M.Si.

Examiners 2



Mariani Amri, S.Sos., M.Si.
Thesis Advisor

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the thesis/final project/business plan stated below:

Name : Najla Aulis Shabira

Student ID Number : 009201900061

Study Program : Communication

Faculty : Humanities

I hereby declare that my thesis/final project/business plan entitled "The Implementation of Discord as Online Communication Platform to Enhance Internal Communication Flow within NYAMPIH Start-up" is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism and will accept the sanctions against these acts in accordance with the rules and policies of President University. I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, October 2023


Najla Aulis Shabira

SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of the President University, I, the undersigned:

Name : Najla Aulis Shabira

Student ID number : 009201900061

Study Program : Communication Science

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title:

The Implementation of Discord as Online Communication Platform to Enhance Internal Communication Flow within NYAMPIH Startup

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

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(Najla Aulis Shabira)

ADVISOR'S APPROVAL FOR PUBLICATION

As a lecturer of the President University, I, the undersigned:

Advisor's Name : Mariani Amri, S.Sos., M.Si.
NIDN : 0414038301
Study program : Communication
Faculty : Humaniora

declare that following thesis:

Title of undergraduate thesis : The Implementation of Discord as Online
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NYAMPIH Startup

Undergraduate Thesis author : Najla Aulis Shabira
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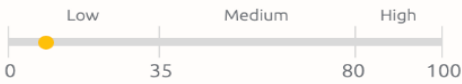
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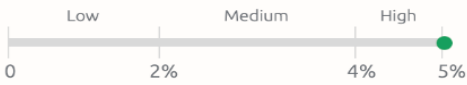
Readability: 8.8

Sentences with short words and low amount of syllables have high readability scores.



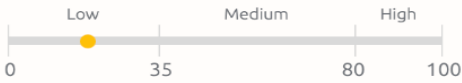
Percent SAT: 5.4%

Measures what percentage of words are SAT words, terms from a standardized college admissions exam known for its labyrinthine vocabulary lists.



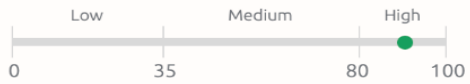
Simplicity: 33.7%

Measures what percentage of words are in the 100 most common words in the English language.



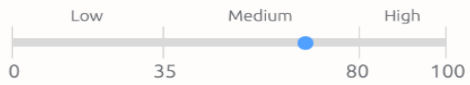
Perplexity: 90.4

How familiar a piece of text is to large language models like ChatGPT.



Burstiness: 67.5

Unique score developed by GPTZero in 2022 that correlates to variance in writing. Humans generally vary their writing patterns over time.



Average Sentence Length: 24.2 words

Unique score that correlates to variance in writing, where humans generally vary writing patterns.



Abstract

This study examined into the transformative potential of Discord, a dynamic online communication platform, in strengthening internal communication within the NYAMPIH startup. Discord, initially designed for social gaming communities, has emerged as a flexible and feature-rich communication tool. In contrast to the traditional methods employed by NYAMPIH, Discord offers a user-friendly interface, consolidated communication tools, and engaging interactive features. This investigation unfolds the journey of NYAMPIH's communication practices, revealing their adaptability to modern organizational needs. Before the pandemic, the startup heavily leaned on face-to-face meetings and messaging applications like WhatsApp and Telegram for task management. These approaches, while effective in many ways, struggled with geographical constraints and scheduling conflicts. During the pandemic, NYAMPIH transitioned to digital communication tools, leveraging Google platforms for task coordination and WhatsApp for personal and group conversations, although not without encountering technical complexity. The integration of Discord introduces a promising paradigm shift, but also raises pertinent challenges, including the need for comprehensive training and addressing connectivity issues. Insights gleaned from NYAMPIH's team members illuminate the potential of Discord to revolutionize internal communication. By proactively tackling these challenges through meticulous planning, robust documentation, and optimal utilization of Discord's features, NYAMPIH endeavors to foster transparency and cultivate an efficient and productive internal communication ecosystem within the organization. This study elucidates the dynamics of this transformation, underscoring the critical role of Discord in shaping contemporary organizational communication landscapes.

Keywords: *Organizational communicational; Discord; Communication model of Shannon/Weaver;*