



**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)**

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**FACULTY OF HUMANITIES
COMMUNICATION STUDY PROGRAM**

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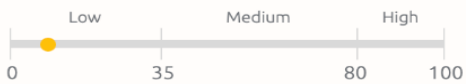
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**Readability: 8.8**

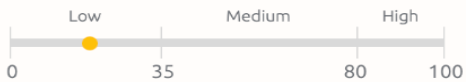
Sentences with short words and low amount of syllables have high readability scores.

**Percent SAT: 5.4%**

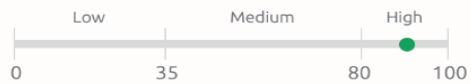
Measures what percentage of words are SAT words, terms from a standardized college admissions exam known for its labyrinthine vocabulary lists.

**Simplicity: 33.7%**

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

**Perplexity: 90.4**

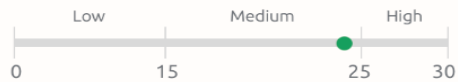
How familiar a piece of text is to large language models like ChatGPT.

**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;*