

ABSTRACT

The new working norm in Indonesia as the hybrid working system is resulting new perspective on how organizational communication climate is formed. The organizational communication climate becomes crucial because it connects the organizational environment to the ideas, emotions, and expectations of organization members and helps to understand their behavior. This research then investigates the six dimensions of organizational communication climate in a hybrid working environment of Orlange Digital Marketing and Advertising Agency. By conducting qualitative research, this study has collected four informants from all levels of the Orlange organizational structure who experience a hybrid working environment in the creative industry. Accordingly, the result indicates a good organizational communication climate with completion in missed communication issues that occur during the adaptation of the hybrid working system. Overall, hybrid working is an adaptable working system in the long run and does not undermine the work productivity built by the workforce.

Keywords: Hybrid Working, Organizational Communication Climate, Creative Industry, and Work Productivity.