

MORNING BRIEFING AS AN INTERNAL COMMUNICATION STRATEGY TO IMPROVE EMPLOYEE PRODUCTIVITY AND PERFORMANCE AT PT. AGRODANA FUTURES

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Received : 22 April 2025

Published : 14 June 2025

Revised : 29 April 2025

DOI : <https://doi.org/10.54443/ijset.v4i8.799>

Accepted : 13 May 2025

Publish Link : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study examines the role of Morning briefing as an internal communication strategy to enhance employee productivity and performance at PT. Agrodana Futures. Effective communication serves as a key element in building coordination, task comprehension, and work motivation. The research employed a descriptive qualitative method with a field study approach, including problem identification, literature review, field observation, activity documentation, data collection, and conclusion. The results indicate that regular morning briefings significantly contribute to faster decision-making, stronger team collaboration, and improved work efficiency. These findings affirm that Morning briefing functions as a strategic medium capable of comprehensively boosting employee performance. Therefore, it is recommended that the briefing format be further developed to become more interactive and goal-oriented to maximize its effectiveness.

Keywords: *Morning briefing, internal communication, productivity, performance, PT Agrodana Futures*

INTRODUCTION

Internal communication plays an important role in ensuring smooth operations and achieving organizational goals. Through effective communication, companies can align visions, improve coordination between departments, and motivate employees to achieve optimal performance. One form of internal communication that is often implemented is the Morning briefing, which is a short meeting held at the beginning of the workday to convey important information, direction, and motivation to employees.

Research by Rismayanti and Purnama (2021) shows that implementing Morning briefings regularly can improve work efficiency and strengthen teamwork. In addition, a study by Sari and Hakim (2020) revealed that morning briefings play a role in building work enthusiasm and strengthening relationships between employees. In a dynamic work environment, such as at PT. Agrodana Futures, Morning briefings are a strategic means to convey the latest information on market conditions and company strategies, as well as to ensure that the entire team has the same understanding of work targets and priorities.

However, although the Morning briefing practice has been widely implemented, there are still limitations in research that specifically examines its impact on employee productivity and performance, especially in the financial services sector. Therefore, this study aims to analyze in depth the role of Morning briefing as an internal communication strategy in improving employee productivity and performance at PT. Agrodana Futures.

METHOD

According to Sugiyono (2018), research methods can be interpreted as a scientific way to obtain valid data, with the aim of discovering, proving, and developing certain knowledge. This study aims to develop the results of the author's ideas to explain how Morning Briefing as an internal communication strategy implemented by PT. Agrodana Futures can support employee productivity and performance. The implementation method in this internship activity is carried out through problem identification, literature

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studies, field observations, activity documentation, data collection and conclusions. The implementation of Morning Briefing identification as an internal communication strategy of this company is carried out through several flows and stages, as follows:

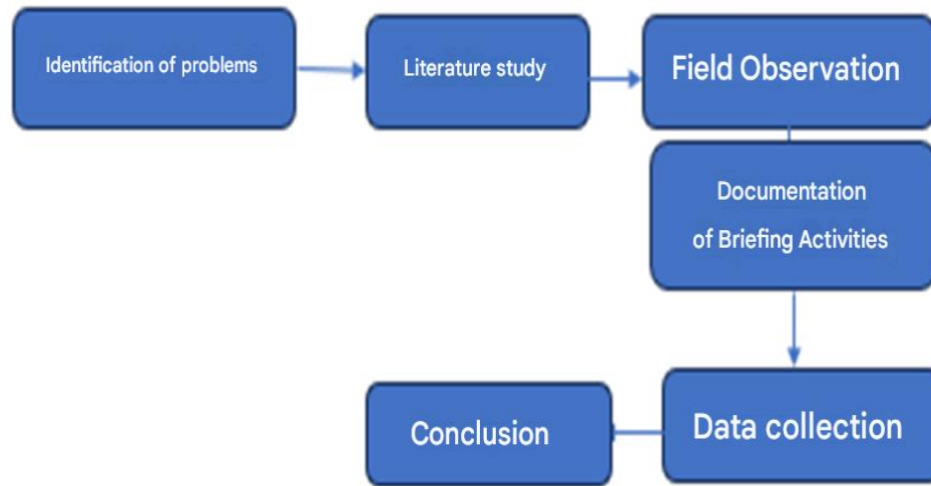


Figure 1. Morning Briefing flow diagram as an internal communication strategy

Information :

1. Identification of problems
At this stage, identification is carried out to understand the situation and conditions when the Morning Briefing takes place. This process involves direct observation in the field and collection of relevant data.
2. Literature Study
After the identification stage, the next step is the literature study stage where at this stage it is stated that internal communication has a very important role in creating work integration and increasing the effectiveness of the organization as a whole. Good internal communication will facilitate the delivery of information, strengthen collaboration, and improve understanding of tasks between employees. One form of implementation of internal communication is Morning briefing, which is a short meeting held at the beginning of working hours to convey important information, motivate employees, and align daily work targets. Shows that morning briefings play a role in building work enthusiasm and increasing discipline. In addition, briefings are also considered capable of accelerating decision making and increasing work focus, which has implications for increasing productivity. Employee productivity itself is influenced by clear instructions, two-way communication, and a conducive work atmosphere. In the context of improving performance, briefings function as a quick control and evaluation tool to ensure that each team member understands their role and responsibilities. Therefore, an internal communication strategy through briefings needs to be designed by considering organizational culture so that the delivery of information is more effective and has a direct impact on improving performance.
3. Field Observation
Field observations were conducted directly at PT. Agrodana Futures, the author was present directly as an observer during the morning briefing for several working days. The author noted various aspects, such as the duration of the briefing, the structure of information delivery, employee responses to leadership directions, and the general atmosphere during the activity. From the results of the observation, it can be seen that the implementation of the Morning Briefing contributed to increasing work readiness, strengthening coordination between departments, and building work motivation in facing dynamic daily activities. Direct interaction between superiors and staff creates an open communication space, which indirectly also strengthens working relationships and forms an adaptive organizational culture.
4. Briefing Activity Documentation

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In supporting the results of field observations, the author includes documentation during the Morning Briefing activity which was attended by all employees of PT. Agrodana Futures which was held in the morning.



Figure 2. Documentation of the Implementation of Routine Morning Briefing Activities

5. Data collection

In the data collection stage, the author conducted direct observation activities where the author was present when the Morning briefing was carried out, and paid attention to what was conveyed at the Morning briefing activity. And the results of the routine Morning briefing activity, it was explained that the team leader conveyed the latest market information, developments in relevant global economic issues, and daily targets that must be achieved by the team. In addition, the briefing was also used as a means of brief evaluation of the previous day's achievements. And this makes employee productivity and performance continue to increase and will produce the best performance. And the results of direct observation observations can be proven in photo documentation during the activity.



Figure 3. Routine Morning Briefing Documentation Data Collection

6. Conclusion

Based on the results of problem identification, literature study, field observation, documentation, and data collection conducted, it can be concluded that Morning briefing at PT. Agrodana Futures plays an important role as a strategy in the company's internal communication. Morning briefing not only functions as a means of delivering daily information and work instructions, but also as a forum for building motivation, strengthening team coordination, and ensuring that all team members have a harmonious understanding of daily targets. Consistent implementation of briefings has been proven to increase efficiency, accelerate the decision-making process, and create a more focused and communicative work environment.

RESULTS AND DISCUSSION

Internal Communication Strategy

According to Robbins & Judge (2017), internal communication is one of the important factors in supporting work effectiveness in an organizational environment, because it functions to convey information, build working relationships, and create shared understanding. In these results and discussions, it can be explained that Morning briefing is a form of direct communication that is routinely carried out to ensure that each employee understands work targets, current market conditions, and work strategies that will be

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implemented every day. In this case, PT. Agrodana Futures utilizes morning briefings as one of the structured internal communication strategies, in order to accelerate the coordination process and avoid miscommunication that can hinder productivity. Based on field observation results, morning briefings are conducted every 09.00 WIB and led directly by the supervisor or division head. Briefing materials include market reviews, technical analysis, commodity price movements, and daily task directions for dealing and marketing teams. Briefings are also accompanied by daily minutes as documentation and evaluation materials.

The implementation of briefings consistently has been proven to help speed up the decision-making process because each employee has received clear directions and instructions before starting an activity. In addition, the results of observations made in the field stated that morning briefings play a role in increasing work motivation because they provide more measurable enthusiasm and work direction. One of the employees stated that when delivering material or experiences in front of the team during the Morning Briefing, he stated that the briefing was an important moment for a brief evaluation of the previous day's performance.

PT. Agrodana Futures also utilizes simple technology to support the continuity of briefings, such as the use of an internal communication platform to share briefing materials digitally if there are staff who cannot attend in person. This shows that the company is starting to adapt to a digital approach as a complement to the conventional communication system that has been running. The briefing implementation process is carried out with a disciplined and structural approach. The person in charge of the briefing has compiled a list of daily briefing contents, including market indicators, client targets, and yesterday's performance evaluation. This creates a work routine that not only increases productivity, but also creates a more professional and focused work culture. Overall, the results of the study indicate that Morning briefing at PT. Agrodana Futures contributes significantly to increasing employee productivity and performance, in line with findings in the literature that emphasize the importance of systematic and motivational two-way communication in the work environment.

Morning Briefing in improving employee productivity and performance

Productivity refers to the ability of employees to complete tasks efficiently and according to time targets, while performance relates to the quality and achievement of individual work against standards set by the company (Mangkunegara, 2019). In this case, Morning briefing plays an important role as an internal communication strategy that directly affects both. Based on the observation results at PT. Agrodana Futures, morning briefings create a clearer and more structured workflow, because the entire team gets technical direction and the latest information on financial market conditions that are used as references in making trading and marketing decisions. This supports the opinion of Robbins & Judge (2017) that effective communication will increase clarity of roles and tasks, thereby reducing work errors and increasing output.

Morning briefings conducted routinely have a clear impact on employee productivity, namely providing concrete daily targets, thus encouraging work focus and providing good work performance results. The impact on employee performance in routine Morning briefing activities as an internal communication strategy also has an influential impact, namely, Providing a light evaluation space from the previous day for improvement and Growing work motivation through direction and enthusiasm from leaders when providing material during the Morning briefing. Putera, Kartini, & Palutturi's (2023) study stated that routine briefings have a positive impact on work enthusiasm and the effectiveness of delivering daily work targets. Thus, Morning briefings have proven to be a strategic tool that increases productivity through time efficiency and performance through clarity and work motivation.

CONCLUSION

Morning briefing at PT. Agrodana Futures has proven to be one of the effective internal communication strategies in supporting employee productivity and performance. This activity not only functions as a means of conveying information and work instructions, but also plays an important role in building work enthusiasm, increasing discipline, and strengthening coordination between team members. Through briefings that are conducted routinely every morning, the company can ensure that all employees understand the current conditions, targets to be achieved, and strategies to be implemented, so that a more structured and efficient workflow is created. In addition, Morning briefings are also a forum for brief evaluations of previous performance, which encourage continuous improvement and increased work quality. Direct interaction between leaders and staff in this activity helps create an open, communicative work atmosphere, and forms an organizational culture that is responsive and adaptive to operational dynamics. In other words, Morning

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briefings have proven to be one of the important elements in supporting the success of internal communication and the achievement of company goals as a whole.

SUGGESTION

In order to optimize the implementation of Morning Briefing at PT. Agrodana Futures, it is recommended to develop a more interactive and participatory briefing format. Employees should not only be passive listeners, but also be given space to express their opinions, ideas, or brief reports on achievements and obstacles faced. This kind of active participation can strengthen two-way communication and increase employee emotional involvement in their work. To ensure that the effectiveness of the briefing is maintained, regular evaluation of its implementation also needs to be carried out, covering aspects of delivery, duration, impact on performance, and level of participant involvement. Companies can incorporate core values and organizational culture into daily briefing sessions as part of strengthening the company's identity and work ethic. With these efforts, Morning briefings are expected to not only become administrative routines, but truly become a communication strategy that has a real impact on employee productivity and performance.

THANK-YOU NOTE

The author would like to express his deepest gratitude to all parties who have provided support and contributed to the completion of the research journal article entitled "Morning Briefing as an Internal Communication Strategy to Improve Employee Productivity and Performance at PT. Agrodana Futures" The author would like to express his gratitude to the supervisor, co-authors, and the company who have helped the author a lot in completing this journal article. Hopefully this article can provide benefits for the company and be a reference in the future.

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