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ANTECEDENTS OF INTERNAL COMMUNICATION SUCCESS IN PUBLIC ORGANIZATIONS (A STUDY OF HIGH PROSECUTOR'S OFFICE OF SOUTH SUMATRA)

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Abstract: *Using a case study of the High Prosecutor's Office of South Sumatra, this study seeks to determine and demonstrate the factors that contribute to the success of internal communication. Using SmartPLS software, this study applies partial least square structural equation modeling (SEM-PLS) on a sample of 77 employees. According to the findings of this study, the success of internal communication at the South Sumatra High Court is determined by professional communication, the channels utilized in internal communication, and employee participation in using media channels. The practical implication of this study is that to increase the success of internal communication, the South Sumatra High Prosecutor's Office must improve professional communication with employees so that they can participate with leaders in decisions regarding the organization's internal communication strategy, and increase the use of communication channels utilized by employees.*
Keywords: *determinant, komunikasi internal, organisasi pubik, keberhasilan komunikasi internal.*

Abstrak: Penelitian ini memiliki tujuan untuk mengetahui dan membuktikan faktor-faktor determinan apa saja yang menentukan keberhasilan komunikasi internal dengan mengambil studi pada Kejaksaan Tinggi Sumatera Selatan. Studi ini memperkerjakan partial least square structural equation modelling (SEM-PLS) dengan sampel sebanyak 77 pegawai dengan bantuan software SmartPLS. Hasil penelitian ini menunjukkan bahwa komunikasi profesional, saluran yang digunakan dalam komunikasi internal, dan kegiatan pegawai dalam menggunakan saluran media merupakan determinan keberhasilan komunikasi internal pada Kejaksaan Tinggi Sumatera Selatan. Implikasi praktis dalam studi ini adalah bahwa untuk meningkatkan keberhasilan komunikasi internal maka Kejaksaan Tinggi Sumatera Selatan harus meningkatkan komunikasi profesional dengan pegawai dapat berpartisipasi dengan pimpinan dalam keputusan strategi komunikasi internal organisasi, meningkatkan penggunaan saluran komunikasi yang digunakan oleh pegawai.
Kata Kunci: Pemberdayaan Masyarakat, Usaha Ekonomi Kreatif, Ekonomi Kreatif Desa.

I. Introduction

Communication within an organization supports coordinated effort toward organizational goals through information exchange, interpretation, and relationships among

organizational members (Slabbert, 2016; Storey & Perks, 2015). Organizational communication also involves verbal and nonverbal interactions that enable employees to communicate effectively in carrying out work activities ((Položski Vokić et al., 2023; Thelen & Formanchuk, 2022).. Previous studies suggest that internal communication success can be shaped by professional communication, the channels used in internal communication, and employee activities in using media channels (Men et al., 2017; Položski Vokić et al., 2021).

In public organizations such as the High Prosecutor's Office of South Sumatra, internal communication supports coordination across hierarchical units and enables employees to understand work instructions and organizational priorities. Internal communication can also be supported by media environments that facilitate interaction and information sharing within organizations (Alonso, 2020; Ravina-Ripoll et al., 2022). Professional internal communication and appropriate media channels can support employee participation and improve the flow of information within the organization. The South Sumatra High Prosecutor's Office uses several channels, including websites, internet-based platforms, online meetings, face-to-face meetings, and printed materials. Channel characteristics such as feedback speed and clarity support message comprehension and personalization (Viererbl et al., 2021; Yue et al., 2021). Communication failures can reduce efficiency and morale and can negatively affect organizational reputation (Ingelmo Palomares et al., 2018).

Although internal communication has been widely discussed, empirical studies often examine internal communication as a predictor of outcomes (e.g., performance, engagement, culture) rather than examining what determines internal communication success, and the literature remains dominated by private-sector settings. This study addresses that gap by testing antecedents of internal communication success in a public organization. Using the Excellence Theory of Public Relations and prior internal communication research, this study aims to examine whether professional communication, channels used in internal communication, and employee activities in using media channels predict internal communication success in the High Prosecutor's Office of South Sumatra.

II. Literature Review

Theory of Excellence Public Relations

The theory of Excellence Public Relations is based on the notion of symmetrical two-way communication (two-way symmetric model), which is adopted in the connection between firms and employees (Grunig & Grunig, 2008). It is thought that the concept of two-way communication within a business is essential for a successful public relations department. Thus,

the concept of symmetrical two-way communication is essential for effective public relations (Grunig & Grunig, 2008). The theory of excellence in public relations assumes that a public relations person in an organization acts not only as a persuasive tool or as a communicator in disseminating information, but also as a communication professional who carries out the role of a superior in the organization by using research and dialogue to build good relationships and organizational health (Grunig & Grunig, 2008).

The role of a public relations professional in an organization entails the following:

1. Expert prescriber: A public relations professional in the organization functions as a communications consultant to give employees with an explanation or description of the organization's difficulties, as well as options for resolving these problems, and to monitor the process of resolving these problems;
2. Communication facilitator: Using the concept of two-way communication, public relations within an organization serve as the organization's front line in order to connect the organization with its external environment. And communicate with organization's personnel in order to foster a positive organizational environment;
3. Using public relations to solve problems : In other words, a public relations professional in an organization functions as a companion to an organization's superiors who have extensive expertise or a higher level of power in order to detect and resolve organizational problems (Grunig & Grunig, 2008).

Internal communication

In this work, researchers implemented internal communication theory in accordance with its tenets (Položki Vokić et al., 2023; Thelen & Formanchuk, 2022). They discuss numerous channels of information flow, including communication from top to bottom as the first (downward communication). Information flows from positions of greater authority (superiors) to those with less power (subordinates) as a result of the organization's communication efforts (subordinates). In addition, superiors must have information from all organizational units that cooperate and must be able to obtain information for all organizational units; the application of information from superiors to the operative level is a continuous activity; and the selection in providing information must cover everything, not just the interests of the organization's leadership. Instructions (orders), Briefing (direction), Conducting assessments, Awarding prizes or bonuses, Issuing reprimands, and Providing incentives and allowances are the sequence of communication functions from the top down (Men et al., 2017; Sinčić Ćorić et al., 2020).

Secondly, there is bottom-up communication. Information transfers from lower levels (subordinates) to higher ones (superiors) as a result of organizational communication (superiors). Horizontal communication is the final method. Within the same work unit, information is transmitted between coworkers as a means of communication. The primary factors that influence the efficacy of internal communication inside an organization about a variety of information, but not all information given, regardless of the mode of communication, are time and hierarchy (Ravina-Ripoll et al., 2022; Sulaiman et al., 2022).

There is a purpose in horizontal communication which claims that horizontal communication appears for multiple reasons, including to be capable of coordinating the job assignments of an organization's staff, can provide diverse information regarding existing plans and activities within the company to be able to solve problems that exist in the organization, to be able to gain mutual understanding among employees of the organization, to be able to reconcile, negotiate, and mediate differences between employees of the organization, and To foster a sense of mutual support among employees of the organization (Lee & Yue, 2020; Pérez-Pérez et al., 2022; Sun et al., 2021).

Building on Excellence Theory and internal communication research, this study models internal communication success as an outcome shaped by (1) professional communication practices that support dialogue and clarity, (2) the availability and use of internal communication channels, and (3) employees' active participation in using organizational media.

Research hypotheses

A hypothesis is a statement regarding a phenomenon or concept that is observed and tested to determine whether or not it is true. This form of quantitative research stresses the one-variable hypothesis and the hypothesis of two or more variables.

Regarding professional communication, it is crucial to be able to function as a facilitator between superiors and employees in the execution of tasks designed to achieve organizational objectives. In order for researchers to develop hypotheses:

H1: Internal communication inside an organization might be influenced by professional communication.

After defining goals and strategies, assessing relevant audiences, and crafting messages, the selection of the most effective medium in an organization can be a crucial challenge for professional communicators. According to earlier research (Palomares et al., 2018), there is a correlation between highly effective communication departments and the heavy use of all sorts

of communication channels, including social media platforms. In order for researchers to develop hypotheses:

H2: Internal communication success within a company may be determined by the channels employed for internal communication.

According to previous research (Palomares et al., 2018), there is a positive relationship between an excellent communication department and the perception of the importance of social media activities used by organizational employees. The study predicts that the evaluation of communication practitioners on social media activities will have a direct effect on the perception of the quality of internal communications. Therefore, the researcher will submit a hypothesis:

H3: The use of media channels by employees can be a determining element in the effectiveness of an organization's internal communications.

III. Research Methodologies

There are data sources gathered from staff of the South Sumatra High Prosecutor's Office in this research design. Because it has a large number of employees and will be used as a parameter in determining the validity of knowledge and theory based on calculations provided by previous researchers, this research technique employs a quantitative method that can do statistical calculations. Where this research can provide a descriptive account of a phenomenon in a specific population. Therefore, variables may be measured with research instruments and data consisting of numbers can be analyzed using established methods (Hair et al., 2013). Quantitative research methods are used in this investigation, which is based on existing ideas that can be related to the study's issues. This study use quantitative approaches in order to assess the validity of the employed theory. In this instance, it comprises data and analysis procedures in this study utilizing SmartPLS – SEM, a statistical tool that provides rapid insight into the significance of the results of this research data (Hair et al., 2013).

The sample of this study was obtained by a sort of probability sampling, which means that all elements of the population have an equal chance of being selected as samples. There were 77 employees used as samples. This study employs Probability Sampling, a sampling strategy that gives each element or member of the population an equal chance of being selected as a sample (Salmaa, 2021). In addition, the approach utilized in Probability Sampling is Simple Random Sampling, which is a sampling method where the entire population is used as a sample. 77 personnel of the South Sumatra High Prosecutor's Office were used in this study. The

analysis method is Partial Least Square-Structural Equation Modeling (PLS-SEM) (SEM). Using the table rule of thumb, assess the validity and dependability (Hair et al., 2013)..

Table 1. Covergent Validity

Validity and Reliability Test	Indicators	Rule of Thumbs
Covergent Validity	Loading factor	> 0.7
	AVE Roots and Correlation of latent variables	> 0.5
	Communality	> 0.5
Desciminant Validity	AVE Roots and Correlation of latent variables	Root AVE > Correlation of latent variables
	Cross Loading	More than 0.7 in one variable
Reliability	Composite Reliability	>0.70
	Cronbach's Alpha	>0.6

Source: (Hair et al., 2013).

Using Partial Least Square (PLS), which is a multivariate statistical technique that compares the dependent variable and the independent variable (Hair et al., 2013), and the Structural Equation Model (SEM) technique, which is a statistical technique to be able to test and estimate causal relationships that integrates factor analysis with path analysis, can be used as an analytical tool in this study (Hair et al., 2013; Jogiyanto & Abdillah, 2019). PLS-SEM is used to forecast a model for theory development, and its benefits are outlined below. Having the ability to model many dependent factors and independent variables, as well as the ability to manage multicollinearity concerns between independent variables, the results remain robust (robust) despite the absence of data. Directly generates independent latent variables based on a cross product that associates them with dependent latent variables as predictive power, can be used for reflective or formative constructs, can be performed on small samples, does not require a normal distribution, and can be applied to data with different scale types, namely ordinal, nominal, and continuous (Hair et al., 2013)..

There are two general phases to the PLS-SEM method: outside model evaluation and inner model evaluation ((Hair et al., 2013).. The evaluation of the outside model can also be viewed as a test of validity and reliability, whereas the inner model can be utilized to assess the study hypothesis. After meeting the requirements for model assessment through validity and reliability tests, the next stage is to evaluate the research hypothesis by evaluating the structural model. The structural model considers (1) the coefficient of determination R2, which is the square of the multi-correlation between endogenous and exogenous constructs, and (2) the path coefficient between constructs in the research model. The R2 value demonstrates the significance of a research model's constructs. The greater a structure's R2 value, the stronger or better the structure. This also holds true for the value of. If the value (for samples below 1000)

is above 0.2, it is considered significant; if it is below 0.1, it is considered inconsequential (Hair et al., 2013).

IV. Result and Discussion

Validity and Reliability

Using two statistical analysis approaches, namely Quantitative Descriptive Analysis Techniques and Partial Least Square Hypothesis Testing, the data gathered in this study by the authors through the distribution of questionnaires to all respondents (primary data) will be studied further (PLS). In this study, convergent validity refers to the notion that measures of a construct should be substantially connected. In order to determine whether the constructs and indicators fit the criteria for convergent validity, the researcher additionally offers the cross loading values of each indicator.

Table 2. Convergent validity results

Variables	Indicators	Loading	Types of variables	P Value	Results
Professional Communication (X1)	X1.1	0.937	Reflective	0.000	Valid
	X1.2	0.938	Reflective	0.000	Valid
	X1.3	0.943	Reflective	0.000	Valid
Channels used in internal communication (X2)	X2.1	0.938	Reflective	0.000	Valid
	X2.2	0.864	Reflective	0.000	Valid
	X2.3	0.941	Reflective	0.000	Valid
Employee activities in using media channels (X3)	X3.1	0.961	Reflective	0.000	Valid
	X3.2	0.969	Reflective	0.000	Valid
	X3.3	0.975	Reflective	0.000	Valid
Internal Communications (Y)	Y1.1	0.811	Reflective	0.000	Valid
	Y1.2	0.880	Reflective	0.000	Valid
	Y1.3	0.837	Reflective	0.000	Valid
	Y1.4	0.851	Reflective	0.000	Valid
	Y1.5	0.872	Reflective	0.000	Valid
	Y1.6	0.925	Reflective	0.000	Valid
	Y1.7	0.914	Reflective	0.000	Valid
	Y1.8	0.863	Reflective	0.000	Valid
	Y1.9	0.808	Reflective	0.000	Valid
	Y1.10	0.826	Reflective	0.000	Valid

Source: data anlysis

Table 2 shows the data on loading values for each indicator. Where based on the calculation results of indicators with values above 0.70 are maintained while for indicators that have a loading value below 0.70 can be removed. The table above shows all loading results for each indicator above 0.70. In addition, each indicator has a loading value above 0.70, indicating

that the latent variable can explain the variance of each indicator by 50% (Hair et al., 2013). Therefore, by looking at the calculation results from table 5.5 regarding convergent validity the authors can conclude that the indicators used in this study can meet the criteria of convergent validity. In addition, the results of the loading of all indicators have the largest loading of the variables in this study, namely variable X1 which shows the largest loading value, namely the indicator X1.3 which has a value of 0.943 where the indicator has many years of professional experience. improve internal communication within the organization. Next, namely in variable X2 where the largest indicator value is found in X2.3 with a value of 0.941 where the indicator is the use of face-to-face communication can improve internal communication within the organization. In the variable X3 which has the largest indicator value is X3.3 with a value of 0.975 where the indicator uses media channels to increase capacity to increase innovation and creativity in organizational employees. And the dependent variable that has the largest indicator value is at Y1.6 with a value of 0.925 where the indicator provides opinions or suggestions to improve internal communication within the organization. Discriminatory validity has to do with the principle that different construct measures should not be highly correlated. The results of discriminant validity in this study are presented in the table. The table contains information data regarding outer loading and cross loading of each research indicator.

Tabel 3. Outer Loading and Cross Loading

	X1	X2	X3	Y
X1.1	**0.937**	0.864	0.856	0.891
X1.2	**0.938**	0.830	0.844	0.863
X1.3	**0.943**	0.887	0.847	0.888
X2.1	0.876	**0.938**	0.873	0.882
X2.2	0.747	**0.864**	0.729	0.730
X2.3	0.883	**0.941**	0.829	0.864
X3.1	0.864	0.837	**0.961**	0.853
X3.2	0.886	0.883	**0.969**	0.883
X3.3	0.874	0.861	**0.975**	0.861
Y1.1	0.754	0.762	0.690	**0.811**
Y1.2	0.812	0.808	0.782	**0.880**
Y1.3	0.763	0.720	0.762	**0.837**
Y1.4	0.778	0.744	0.775	**0.851**
Y1.5	0.822	0.817	0.800	**0.872**
Y1.6	0.906	0.887	0.887	**0.925**
Y1.7	0.848	0.807	0.811	**0.914**
Y1.8	0.801	0.761	0.726	**0.863**
Y1.9	0.771	0.706	0.685	**0.808**
Y1.10	0.791	0.763	0.747	**0.826**

Source: data analysis

The table 3 shown displays the outer loading and cross loading values of each indicator on the variables studied. The calculation results demonstrate that the outer loading value is

bigger than the cross loading value. Each indicator is capable of representing only its variables, not additional variables (Hair et al., 2013). In order for all indicators in this study to be considered discrimination-valid.

Two approaches, Cronbach's alpha and Composite reliability, can be utilized to determine the precision, consistency, and accuracy of a measuring device when making measurements. Cronbach's alpha is a way for measuring the lower limit of a construct's reliability value, whereas Composite reliability assesses the actual value of a construct's dependability (Hair et al., 2013). The table displays the results of each research indicator's composite reliability and cronbac's alpha calculations.

Table 4. Results of Composite Reliability and Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha
X1	0.958	0.933
X2	0.939	0.902
X3	0.978	0.967
Y	0.966	0.960

Source: data analysis

Table 3 displays the composite dependability value, which must be more than 0.60. Based on the calculation results that the composite value for all variables is greater than 0.70 and the Cronbach's alpha value is greater than 0.70, it can be concluded that all variables meet the composite reliability test and Cronbach's alpha criteria because the value is greater than the recommended number (Hair et al., 2013).

Structural Model Evaluation

In order to estimate parameters and anticipate causality links, PLS as a predictive model cannot assume a particular distribution. Therefore, parametric procedures for testing the significance of parameters are unnecessary, and the prediction assessment model is non-parametric. After doing an outer model analysis in this study, the researchers determined that each of the research variables was valid and reliable according to the given principles. The authors will then examine the structural model. Evaluation of structural models involves measuring model fit, path coefficient, and R2 (Hair et al., 2013).. In this work, the structural model was evaluated using R2 for the dependent construct, path coefficient values, or T-Values for each path to determine the relevance of structural model-based relationships between constructs. The R2 value is used to assess each level of change in the independent variable relative to the dependent variable. The better the prediction model of the research model being conducted, the greater the R2 number. The path coefficient or inner model value reflects the significance level in hypothesis testing. For hypothesis testing, the path coefficient score or

inner model represented by the T-statistic value must be greater than 1.96 for the two-tailed hypothesis and greater than 1.64 for the one-tailed hypothesis. In order to assess the structural model, it is necessary to first identify the fit model in this study. Table 5 displays the model's results.

Table 5. Model Fit

	Saturated model	Estimated model
SRMR	0.043	0.043
d_ULS	0.351	0.351
d_G	0.781	0.781
Chi-Square	307.502	307.502
NFI	0.851	0.851

Sources: data analysis

The fit model is shown in the table 5. With the NFI (Normal Fit Index) value, which represents the model's appropriateness relative to the baseline and the zero model (Hair et al., 2013).. Where in table 5.8 above wishful thinking is 0.851, such that the constructed model can be deemed suitable. If the NFI value approaches 1, the value will be better or more in line with the model being constructed.

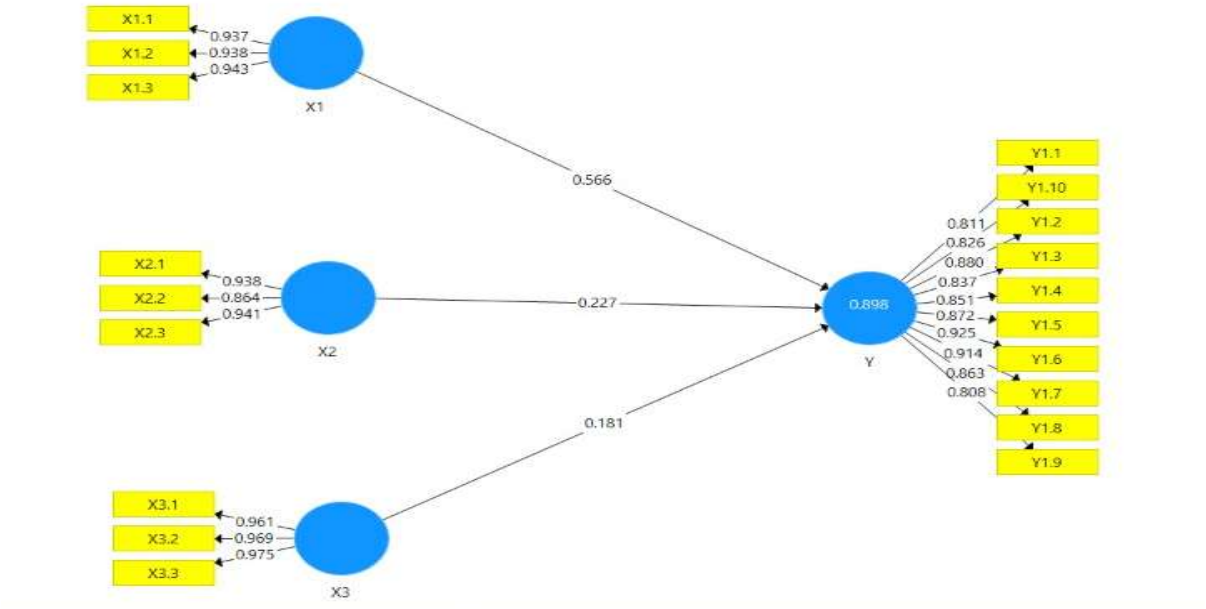

Figure 1. tested model

Source: data analysis

Figure 1 depicts the outcomes of testing the research model using the R-square statistic (goodness of fit test). The R-square value for the internal communication Y variable is 0.898%, confirming that it can be described by the variables X1 professional communication, X2

channels used for internal communication, and X3 employee behaviors in utilising media channels. 89.8% of these relationships belong to the category of big ((Hair et al., 2013).

Table 6. R- square

	R-square
Komunikasi Internal (Y)	0.898

Source: data analysis

The table 6. shows that the R square value for the internal communication variable is the result of this study indicating that the R-square value on the internal communication Y variable is 0.898, this can confirm that the Y internal communication variable can be explained by the X1 professional communication variable X2 channel used in internal communication and X3 employee activities in using media channels by 89.8%.

Table 7. Average Correlation Between Variables

	Mean	X1	X2	X3	Y
X1	3.96				
X2	4.21	0.916			
X3	3.85	0.904	0.889		
Y	3.85	0.937	0.906	0.894	

Source: data analysis

Table 7 shows the average value of the correlation between variables in this study. Where the mean of each variable has a different value, namely variable X1 has a mean value of 3.96, while the mean of variable X2 has a value of 4.21, while variable X3 has a value of 3.85 and the dependent variable Y has a mean value of 3.85. In addition, the average value of the correlation between variables, namely X1 and X2, has an average value of 0,916 or 91.6%, while X1 and X3 have an average value of 0,904 or 90.4% and X1 and Y have an average value. -an average of 0.937 or 93.7%. The average value of X2 and X3 has a value of 0.889 or 88.9% and X2 and Y have an average value of 0.906 or 90.6%. While X3 and Y have an average value of 0,894 or 89.4%.

Hypotheses testing

Results from direct structural model testing. In this research, hypothesis testing is done by looking at the path coefficient which can show the parameters and t-statistic values. The path and inner model coefficient scores that can be indicated by the T-statistic value must be above 1.96 for the two-tailed hypothesis (Hair et al., 2013).. The results of testing the model directly are:

Table 8. Path Coefficient - BootStrap

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STERR|)	P Values
X1 -> Y	0.566	0.565	0.101	5.584	0.000
X2 -> Y	0.227	0.225	0.089	2.536	0.012
X3 -> Y	0.181	0.184	0.091	1.991	0.047

Source: data analysis

1. H1: Professional communication can be a factor influencing the success of internal communication within an organization:

Professional communication testing can be a factor that influences the success of internal communication within the organization which has a significant effect on the success of internal organizational communication with a path coefficient value of 0.566 with a T-statistic of 5.584 > 1.96. So it can be said that the H1 hypothesis is accepted. Thus the direction of the path coefficient which is positive indicates that professional communication can be a factor influencing the success of internal communication within the organization.

2. H2: The channels used in internal communication can be a factor influencing the success of internal communication within an organization.

Testing the media channel used in internal communication can be a factor influencing the success of internal communication within the organization with a path coefficient value of 0.227 with a T-statistic of 2.536 > 1.96. So it can be said that H2 is accepted. Thus the direction of the path coefficient which is positive indicates that the media channel used in internal communication can be a factor that influences the success of internal communication within the organization.

3. H3: Employee activities in using media channels can be a determining factor in influencing the success of internal communication within the organization.

Testing employee activities in using media channels can be a determining factor in influencing the success of internal communication within the organization with a path coefficient value of 0.181 with a T-statistic of 1.991 > 1.96. so it can be said that H3 is accepted. Thus the direction of the path coefficient which is positive indicates that the activities of employees in using media channels can be a determining factor in influencing the success of communication within the organization.

Discussion

This study seeks to identify the factors that influence the success of internal organizational communication at the South Sumatra High Court. For data analysis, researchers handed questionnaires to 77 staff of the South Sumatra High Court. In addition, the significance of this research stems from the fact that, in earlier research, the success factors of internal communication in organizations, particularly public organizations, were rarely considered (Belategi et al., 2019; Greeff, 2015; Kärnä & Junnonen, 2017; Mortensen et al., 2019; Prinsloo, 2018; Sulaiman & Bt Muhamad Kashfi, 2019). Numerous prior studies were conducted in private organizational settings and contexts, proposing several variables such as internal communication on employee performance (Kamaluddin & Bakar, 2019; Lee, 2017; Noboa Auz et al., 2020; Položki Vokić et al., 2023; Samah et al., 2019; Thelen & Formanchuk, 2022) internal communication on organizational culture (Men et al., 2017; Položki Vokić et al., 2021), internal communication and work discipline on employee performance (Meirinhos et al., 2022; Sinčić Ćorić et al., 2020), transformational leadership and internal communication on employee engagement (Meirinhos et al., 2022; Sulaiman et al., 2022), and internal communication on employee

engagement (Ravina-Ripoll et al., 2022; Sulaiman et al., 2022). Understanding the success of internal communication in public organizations is important because, according to numerous studies, internal communication is a factor that influences performance and public services and can provide organizational effectiveness in serving the public and innovative, creative ideas in carrying out the organization's vision and mission. Therefore, it is essential to investigate the success of internal communication in government institutions.

This study demonstrates that professional communication can influence the internal communication of the Attorney General's Office of South Sumatra. This professional communication has several indicators that can be used to implicate it in the organization, namely organizational employees participating with leaders in making strategic decisions. With these indicators, the personnel of the South Sumatra High Prosecutor's Office can enhance internal communication. All of this is implemented by the South Sumatra High Prosecutors' office. In addition, this study discovered that the internal communication channels utilized by the South Sumatra High Prosecutor's Office can impact the success of the organization's internal communication. The channel used has several indicators that are implied by organizational employees, organizational employees use online channels in carrying out performance, use of social media and use of face-to-face communication activities, all of which can improve employee performance and organizational internal communication at the South Sumatra High Court. Employees of a company use media channels to provide the ability to access information about the organization, to carry out their performance, and to increase innovation and creativity. This is done to enhance internal communication and performance. before the Supreme Court of South Sumatra.

With these variables, the South Sumatra High Prosecutor's Office can further enhance staff performance and internal communication in order to achieve ideal results. This study concurs with earlier research that variable determinant factors have a positive and statistically significant impact on internal communication variables. Following an investigation utilizing the Structure Equit Model (SEM) - Partial Least Square (PLS) technique. This study found in earlier research that the application of internal communication had a positive effect on staff performance (Položki Vokić et al., 2023; Sulaiman et al., 2022; Sun et al., 2021; Viererbl et al., 2021). Internal communication is good, but not entirely optimized, and has a substantial impact on employee performance, according to the findings of the study. This study demonstrates that internal communication is an independent variable, whereas employee performance is a dependent variable (Meirinhos et al., 2022; Sulaiman et al., 2022). Moreover, it demonstrates that professional communication is a factor that contributes to the success of internal communication in businesses, and that the usage of face-to-face and online communication can be positively correlated with the success rate of internal communication. The sorts of social media activities influence the success of internal communication in Spanish firms that deem these elements to be significant for internal communication . Other research demonstrates that the internal communication process can be interwoven with the organisation(Men et al., 2017; Položki Vokić et al., 2021). Ready-to-eat vegetables are highly effective with leadership as an organizational variable that can influence

internal communication. Furthermore, interpersonal skills, the frequency of messages or information, and risk management governance are aspects that influence and are significant for internal communication in developing organizational culture (Men et al., 2017; Položki Vokić et al., 2021).

Internal communication has a favorable effect on employee performance at the Makassar mayor's office, according to study on the effects of internal communication and work discipline on employee performance (Meirinhos et al., 2022; Sinčić Ćorić et al., 2020). Moreover, regarding transformational leadership and internal communication on employee engagement, the results indicate that transformational leadership, internal communication, and employee engagement fall into the positive or high category and that transformational leadership, internal communication, and employee engagement have a significant influence on employee performance in this study (Sinčić Ćorić et al., 2020; Sulaiman et al., 2022). In addition, research on internal communication and employee engagement indicates that both vertical and horizontal internal communication might impact employee engagement. Internal communication should be implemented in accordance with the company's stated vision and objective. As a tool to connect the feelings and expectations of employees with the company, internal communication is very important for the organization.

In previous research, internal communication variables were primarily used as independent variables (Men et al., 2017; Položki Vokić et al., 2021, 2023; Sinčić Ćorić et al., 2020), whereas in this study, the internal communication variable became the dependent variable and was influenced by factors including professional communication, channels used in internal communication, and employee activities in conducting media channels. Additionally, past study has a consistent bearing on internal communication, which has a significant impact on the situation within the firm. In addition, this study reveals that elements such as professional communication, media channels utilized, and employee media use can influence or have a substantial impact on internal communication within the South Sumatra High Court organization.

V. Conclusion

This study seeks to identify the factors that influence the success of internal organizational communication at the South Sumatra High Court. For data analysis, researchers handed questionnaires to 77 staff of the South Sumatra High Court. So that the variables in this study are convergently valid, as all the factor loading indicators are greater than 0.7, and the results of this study are also discriminantly valid, as all the indicators have a cross loading of greater than 0.7 in one variable, allowing it to be declared valid in a discriminant. In addition, the results of this study are dependable since Cronbach's alpha and composite reliability are greater than 0.70, allowing this to be described as reliable.

In this study, the success of internal communication at the South Sumatra High Court is determined by a number of criteria. The factors of professional communication have a

positive and important impact. Consequently, the H1 hypothesis can be accepted. Additionally, the channel element utilized in internal communication can influence the success of communication. Internal communication has a substantial and positive impact. Therefore, it can be stated that H2 is acceptable. Furthermore, employee activity in using media channels can be a determining factor that has a positive and significant effect on the success of internal communication. Consequently, it can be stated that H3 is accepted. Therefore, the internal communication variable or dependent variable in this study has a R square of 0.898%, or 0.898.

The authors attempts to investigate and produce research methodically. Nonetheless, this study has shortcomings that can be addressed in future research. First, the authors of this study utilized a limited sample size and a single business. Future study is anticipated to have access to a big sample size and multiple organizations. Both the results of influencing the dependent variable and the R square value in this study were 89.8%, and the remaining 10.2% could only be explained by factors or variables outside the scope of this study. This is a cross-sectional study conducted at a single time point. Therefore, future research may employ longitudinal studies.

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