

**DIAGNÓSTICO DE LAS PRÁCTICAS COMUNICATIVAS IMPLEMENTADAS
POR LAS EMPRESAS MÁS AFECTADAS ECONÓMICAMENTE POR LA
PANDEMIA DEL COVID 19 EN LA CIUDAD DE MOCOA, PUTUMAYO.**
(Resumen analítico)

**DIAGNOSIS OF COMMUNICATION PRACTICES IMPLEMENTED BY THE
COMPANIES MOST ECONOMICALLY AFFECTED BY THE COVID-19
PANDEMIC IN THE CITY OF MOCOA, PUTUMAYO**
(Analytical summary)

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Fecha de terminación del estudio (End of the research): junio de 2024
Modalidad de Investigación (Kind of research): Trabajo de Grado

PALABRAS CLAVE

COMUNICACIÓN
COVID 19
EMPRESAS, PRÁCTICAS
REDES SOCIALES
COMERCIO
MOCOA, ESTRATEGIAS
MARKETING
DIAGNÓSTICO.

KEY WORDS

COMMUNICATION
COVID-19
COMPANIES
PRACTICES
SOCIAL MEDIA
COMMERCE
MOCOA
STRATEGIES
MARKETING
DIAGNOSIS

RESUMEN: En la actualidad, muchas empresas enfrentan amenazas significativas en el mercado laboral debido a la falta de planes de contingencia y estrategias de comunicación efectivas. La comunicación organizacional desempeña un papel crucial en la supervivencia y el cumplimiento de objetivos de estas empresas. La pandemia de COVID-19 aceleró la adopción de prácticas digitales y estrategias de contingencia, transformando la manera en que las empresas se comunican y ejecutan sus planes.

Este estudio investiga las prácticas comunicativas implementadas por las empresas del sector comercial en Mocoa, Putumayo, durante la pandemia de COVID-19. Se centra en identificar quiénes llevaron a cabo estas prácticas, qué métodos utilizaron y qué resultados obtuvieron. El objetivo es llenar un vacío de investigación actual y proporcionar un diagnóstico que evidencie la importancia de la comunicación organizacional en tiempos de crisis. ¿Cuáles son las prácticas de comunicación implementadas por las empresas más afectadas económicamente por la pandemia del covid 19 en la ciudad de Mocoa, Putumayo?

ABSTRACT: *urrently, many businesses face significant threats in the labor market due to lack of contingency plans and effective communication strategies. Organizational communication plays a crucial role in the survival and achievement of goals for these businesses. The COVID-19 pandemic accelerated the adoption of digital practices and contingency strategies, transforming how companies communicate and execute their plans.*

This study investigates the communication practices implemented by commercial sector businesses in Mocoa, Putumayo, during the COVID-19 pandemic. It focuses on identifying who implemented these practices, what methods they used, and what results they achieved. The aim is to fill a current research gap and provide a diagnosis that highlights the importance of organizational communication in times of crisis. What communication practices were implemented by the businesses most economically affected by the COVID-19 pandemic in the city of Mocoa, Putumayo?

CONCLUSIONES: Many of the studied companies lack a dedicated communications team, with a widespread misunderstanding of the role of social communicators in business settings, often seen merely as handling social media content. This perception leads business owners to question the need for hiring professionals, believing they can manage such tasks themselves. However, this oversight ignores the strategic value that social communicators bring, encompassing coherent and effective communication strategy planning and execution. Economic considerations also influence this decision-making process.

Furthermore, the perception of social communicators' roles in the municipality is influenced by the negative image associated with journalism, often perceived as

lacking professionalism. This results in low expectations regarding the work of social communicators, contributing to businesses' reluctance to invest in this area. Additionally, there is a prevalence of inexpensive advertising and social media management services lacking robust communication strategies, further undervaluing strategic communication in business environments.

In addition to the economic challenges exacerbated by global and local crises like the Covid-19 pandemic, Mocoa faces significant economic hurdles due to events such as the 2017 avalanche, the 2021 National Strike, and the closure of avenues near commercial premises. These events have profoundly impacted the municipality's economy, making it even more challenging for companies to allocate budget for a communications team. This underscores the urgent need for creative and strategic solutions to optimize available resources and maintain operational viability amidst economic uncertainty and adversity in the business environment.

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RECOMENDACIONES: Se recomienda encarecidamente que todas las empresas establezcan un equipo dedicado exclusivamente a la comunicación. Esta medida

garantizará una gestión eficaz y coherente de las estrategias de comunicación, así como una respuesta rápida y efectiva ante situaciones de crisis. Es fundamental reconocer que la comunicación no es una responsabilidad secundaria, sino un elemento fundamental para el éxito y la reputación de la empresa en el mercado actual.

Además, se sugiere evitar asignar la responsabilidad de la comunicación a individuos que ya desempeñan otras funciones dentro de la empresa. Esta práctica puede resultar en una carga excesiva de trabajo y en una falta de enfoque en las actividades de comunicación, lo que podría comprometer su eficacia. En su lugar, se insta a las empresas a considerar la contratación de profesionales especializados en comunicación o la formación de un equipo interno dedicado, que pueda abordar de manera integral las necesidades comunicativas de la organización. Esta inversión en recursos humanos capacitados en comunicación estratégica contribuirá significativamente al fortalecimiento de la imagen y la reputación de la empresa en el mercado.

Se recomienda en futuras investigaciones adoptar un enfoque flexible al utilizar el instrumento de la entrevista, adaptándolo de manera más precisa a las necesidades y contextos específicos de cada organización. Al hacerlo, se podrá recopilar una cantidad más significativa de información detallada y contextualmente relevante.

RECOMMENDATIONS: *It is strongly recommended that all companies establish a team dedicated exclusively to communication. This measure will ensure effective and consistent management of communication strategies, as well as a quick and effective response to crisis situations. It is essential to recognize that communication is not a secondary responsibility but a fundamental element for the success and reputation of the company in today's market.*

Additionally, it is suggested to avoid assigning communication responsibilities to individuals who already perform other functions within the company. This practice can result in an excessive workload and a lack of focus on communication activities, which could compromise their effectiveness. Instead, companies are urged to consider hiring specialized communication professionals or forming an internal dedicated team that can comprehensively address the organization's communication needs. This investment in human resources trained in strategic communication will significantly contribute to strengthening the company's image and reputation in the market.

It is recommended that future research adopts a flexible approach when using the interview instrument, adapting it more precisely to the specific needs and contexts of each organization. By doing so, a more significant amount of detailed and contextually relevant information can be collected.