



Corporate Colonization Analysis of Stanley A Deetz in The Dismissal Google Employees Case

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Abstract. Google fired 50 employees who were involved in the demonstration to protest the Google and the Israeli government and military cooperation in the Nimbus project. The dismissal damaged Google's image as a company that was awarded as the company with the best work culture. The dismissal occurred only several days after the demonstration, without communication for listening to the employee's demands even though Google is known as a company that respects democratic values. The objective of this study is to analyze how organizational communication from a critical approach by Stanley A Deetz's concept (corporate colonization) occurs in the dismissal of Google employees who refused the Nimbus project. This study is relevant for understanding the dynamic of communication crisis in the global level, particularly in the context of in the international companies. The research method used is the research method qualitative with analysis using the Corporate Colonization Analysis of Stanley A Deetz. The unit of analysis for this research is news articles containing Google management's statements (Google CEO Sundar Pichai and Vice President Google Global Security Chris Rackow) and Google worker statements regarding the dismissal of Google employees who rejected the Nimbus project. Researchers will collect data by doing documentation The results of this research can conclude that Google fired 50 employees who refused the Nimbus project as a form of corporate colonization of employees. Google's communication patterns towards employees in the dismissal that is using information models, with involvement holder interest in control managerial and use practice organization in making the decision is strategy.

Keywords: Organizational Communication, Critical Approach, Google, Stanley A Deetz

1 Introduction

The dismissal of employees has become an ongoing topic highlighted in discourse business, ethics work, and justice organizations. One of the cases resulting in the dismissal controversy is the dismissal of 50 protesting Google employees to cooperate with this technology company with the Israeli government and military (IDF) in the Nimbus project[1]. The dismissal of 50 Google employees received a lot of world attention. Google is known as the most favorite company in the world and even by

Forbes crowned as a technology company with the best company culture. Google got an award because it applied democracy values in its office, including giving freedom to employees to create, providing a pleasant environment, giving trust to employees, having a culture of candor, and giving flexibility to employees[2].

The dismissal of 50 employees who refused the Nimbus project turned it upside down Google imagery—the dismissal unilaterally without dialogue or communication previously with employees. Google was also sued by the United States (US) Labor Board for firing workers with the accusation violated the rights of workers below the law in US employment for creating an environment of good work [3].

The dismissal of actual Google employees was done not only against 50 employees who refused the Nimbus project. Google was dismissed massively on January 20, 2023. Google reportedly fired 12,000 employees [4]. In January 2024, Google announced it would fire hundreds of its employees [5]. Until June 2024, the dismissal at least three times, and all the victims, it turns out employees who demanding that the Nimbus project be canceled. The dismissal done against protesting Edie Hatfield's current Nimbus project follows a conference about industry Israeli technology in New York on March 4, 2024. In the middle conference moment, Executive Director of Google Israel Barak Regev became speaker, Hatfield stood up and delivered his opinion that disapproving of the Nimbus project. Hatfield was forced to go out room by officer security. Three days later he was fired by Google [6].

The second dismissal was executed on April 19, 2024, against 28 Google employees. Three days later the third dismissal operated against 20 Google workers. Victims of the second and third dismissal are employees who do sit-ins at Google offices in New York and Sunnyvale on April 14, 2024, calling for Google to withdraw itself from the Nimbus Project [1].



Fig 1. Google workers held a demonstration demanding the cancellation of the Nimbus Project at Thomas Kurian's Google office, New York, on April 6, 2024. As a result of this demonstration, 9 people were arrested and 50 Google employees were fired. (Photo Credit: No Tech For Apartheid)

Google workers have protested The Nimbus Project for three years. The first-time protest when worker found out that their company in April 2021 signed cooperation with the Israeli government and military to provide Cloud services and deep AI assigned the Nimbus project. Israel not only collaborated with Google, but also invited cooperation with Amazon. The employee of Google and Amazon especially Muslims and Jews protest this project by created a group "No Tech for Apartheid" [7].

The Nimbus project has marked a considerable economy. Google gets 1.2 billion US dollars or IDR 19.3 trillion from the projects with Israel. By the contract, Google will provide cloud services to the Israeli government, mainly supplying the military with advanced technology, including artificial intelligence. According to the document procurement Israeli government acquired by The Intercept, the Cloud service will give the capability to detect faces to Israel, track objects, and analyze claimed sentiment capable of translating feeling somebody past images, speech, and writing. The document also mentions two producer weapons belonging to the leading state of Israel are required using Amazon and Google for need computing cloud. Two companies have the responsible for producing drones, missiles, and other weapons that Israel uses to bombard Gaza [8].

Several Google and Amazon workers told The Guardian, saying the Nimbus project was the dangerous technology purchased by the Israeli military and government [9]. This employee's protest did not get a response from Google; the protest continued, and the members "No Tech for Apartheid" group increased. Google then answered the protest by the arrest and the dismissal of employees who did demonstrations in April 2024, only some days from the action.

Studies regarding Google before 2015 mainly discuss Google's success as a technology company. Stockport G documents Google's history and growth from the beginning of its founding until the beginning of 2009. This study case explains how Google formulates and implements strategy, how Google's business model evolves, and the way Google makes decisions and ethical strategies in its efforts to arrange world information [10]. Then George S shows Google Inc.'s strategy to diversify its portfolio of products to make Google a global IT leader in machine searching choice [11].

After 2015, research more critically in analyzing Google. Romero shows have happened transformation in the information framework about Google in Spain. Mass media text current major in Spain do not framing Google as a successful technology company in a way business anymore, however as a company whose activities influence – often in a negative way – certain people, groups humans, and other companies [12]. Furthermore, Fritz researched protests that took place continuously to Google's plan to establish a campus in Berlin. In November 2016, Google announced would rent a building in the Kreuzberg district of Berlin for an open Google Campus, an incubator business for company stub technology that will offer support entrepreneurship, workshops, and access to network. The Berlin government supports its plan. However, locals rejected it with fierce protest because of worry that in past projects, Google would do supervision bulk [13].

Lloyd researched differences between Google and Google Cloud. Study shows Google refers to search, advertising, and YouTube organizations, while Google Cloud keeps an eye on tool productivity and hosting. Through Google Cloud, Google makes much

cooperation with governments and institutions, one of them with the Israeli government and military in the Nimbus project [14]. Hartmann continued study Fritz, research protest to construction plan of the Google Campus in Berlin-Kreuzberg. Hartman searched the return history of Google Campus plans in Berlin and analyzed protests and criticism against Google finally making Google cancel the project [15].

Google workers are digital workers. A number study about digital workers revealed many a must problem looking for the solution. Berg discusses challenges and prospects of power platforms' digital work and proposes the formation of international regulation framework for digital platforms [16]. Stuart research protesting platform workers globally related salary, employment status, and safety [17]. Woodcock analyzed composition technical and political power digital work and stress reorganization work through digital technology [18].

Organizational Communication is a process of sending and receiving information/messages and transfer of meaning within formal and informal groups at a time organization [19]. Organizational communication is defined as the interaction between member individuals in a group or organization that has similarities in capabilities, relationships, and feelings. This process involves the exchange of messages and goals, the information flow, and the use of various communication media in the framework system group, which internal and external factors can also influence [20].

Critical perspective sees the organization as an instrument for oppression. Practices of oppression like discrimination, allocation of no authority democratic, and exploitative employees often happen inside an organization. This oppression usually originates from the structure of the organization that causes it exists inequality of authority and power. The relationships oriented toward authority and power are reflected in structure and hierarchy organization can drive to conflict and dissatisfaction [21].

Approach organizational communication from a critical perspective among others, carried out by Stanley A Deetz. He developed the critical communication theory to explore ways to ensure health organizations at a time increase representativeness interest diverse humans. Deetz introduces the theory of corporate colonization, which is an approach critical to the dynamics of power in a big organization. By using the framework theory of corporate colonization, Deetz wants to illustrate how power in the organization can form controls that are not balanced, with a significant impact on the internal dynamics and organizational culture. Deetz uses strategy, engagement, participation, and consent for serve theory [22].

Based on that background, it was concluded that the Nimbus project has given rise to conflict between employees with Google management. Google management did not do transparent communication about the Nimbus project. On the other hand, Google employees are worried the Nimbus Project will used for humanity's crimes, especially in supporting genocide in Palestine. Protest employees kept going because management did not give transparent explanations. When the protest ended and became a demonstration at Google offices, management answered it by firing the employees who were involved in the demonstration. Therefore, the problem of the study is how the case dismissal protesting Google workers Nimbus project was analyzed by perspective critical based on the theory of corporate colonization by Deetz.

This study is relevant for understanding the dynamic of communication crisis in the global level, particularly in the context of in the international companies. The case of the dismissal of Google employees is a clear example of a communication crisis in an international company. In an era of globalization, the response to a communications crisis at one large company like Google can have far-reaching impacts. The significance of the study is, first, to provide guidance on how other companies can better manage similar crises, as well as how more democratic and participatory communication can be implemented. Second, to contribute to the theory of organizational communication. Through the approach used theories of critical organizational communication developed by Stanley A Deetz, research will contribute to literature about how power, structure organization, and values interact in real case context. This study can help to develop theories more carry on or test application existing theory in situation practical. Third, implications are practical for management communication. Findings from the study will give an outlook valuable for practitioner organizational communication and management source power human resources (HR) in managing internal conflict and designing more communication strategies inclusive and transparent. Four, give contributions to literature about technology and communication. In the context of company technology like Google, the research gives additional literature about how technology and innovation can influence the dynamics of organizational communication and managerial decisions.

2 Method

The research method used by researchers is the research method qualitative with analysis using the Corporate Colonization Analysis of Stanley A Deetz. According to Creswell, the qualitative approach is the method for exploring and understanding emerging socially phenomena in public [23]. Type this study nature descriptive, where the goal is to give a clear picture of the problem. The unit of analysis for this research is news articles containing Google Management (Google CEO Sundar Pichai and Vice President Google Global Security Chris Rackow) statement's and Google worker statements regarding the dismissal of Google employees who rejected the Nimbus project.

There are two types of data in research. The first is primary data and the second is secondary data. Primary data is main data obtained from the first source. In this research, the primer data that researchers need is news reports or articles related to the dismissal of Google employees who rejected the Nimbus project. Meanwhile secondary data is supporting data from primary data to help research process. In this research, researchers used books and scientific literature to support the analysis in the research carried out by researchers.

Document study is a data collection method that involves collecting and analyzing various types of documents, including written documents, images, works, and electronic documents. The documents collected are then analyzed, compared, and combined (synthesis) to form a systematic, integrated, and comprehensive study [24].

Researcher will collect data by doing documentation by clipping news that related to the dismissal of Google employees who rejected the Nimbus project in 2024. These clippings then will be analyzed based on an analysis of the corporate colonization by Stanley A Deetz.

3 Result and Discussion

Nowadays, Google has become subsidiary from American multinational company Alphabet Inc., specializes in related products and services with internet, software devices, electronic devices, and technology. Product Google's main is machine searching internet content. Still, it also offers recognized services such as G-mail (email), Google Maps and Google Earth (maps and routes), YouTube, Google Books, Google Academic, Google Chrome web browser and etc [12].

Google was founded by Larry Page and Sergey Brin in 1996. In it was Page and Brin who were Stanford University students who created a web searcher machine. Machine web searcher initially named Backrub, however, then changed became Google [11]. According to Jews of The Weeks, Page and Brin are descendants of Jews. Lawrence Edward Page, or Larry Page was born in 1973 in Michigan. Her mother is Jewish, and his grandfather lives in Israel. Both of Page's parents were scientists and computers, and he grew up with deep technology. Sergey Mikhailovich Brin was born in 1973 in Moscow to parents Russian-Jewish. When Brin was 6 years old, his parents moved to Vienna, then Paris, and finally settled in the US. Brin's father works as a professor of mathematics at the University of Maryland, and his mother works as a researcher at NASA. Brin studied mathematics and science computers at the University of Maryland, continued his studies in graduate school at Stanford, and met Larry Page made history by founding Google [25].

Years ago, Google emphasized the message that employee is part of big missions for making the world come into being better place and more intelligent. Google is known to allow its workers to spend 20% of their time on the occasional sideline projects to become actual products. For filter employees, Google candidate has standards of 'Googlyness' i.e., appropriate personality with a culture of collaboration and openness company. Page and Brin wrote in a letter holder share first in 2004 that "Google is not company conventional. We do not mean become that one." One of the company's core principles is stated in the letter, "Our employees, who call themselves they are Googlers, that is everything," and said to holder share to " expect us to add [employee] benefits rather than reduce it along walking time."

Google, for many years, has become a prototype of company that priority well-being employees. Google delivers its extraordinary employee package compensation and standard facilities. At the Google offices, it is facilities for sports such as wall climbing, free food, massages, and day care for children, as well as places for the afternoon sleep. The company involves its staff in the same mission and drives them to share thinking critically in the workplace freely. Known for the slogan "Don't become evil," Google effectively operates with another possible ethos: "Don't become a corporate [4] ."

In March 2015, Google hired Ruth Porat, who had previously taken office as head of Morgan Stanley finance and one of the most powerful women on Wall Street, making her as CFO of Google. In 2015, Google restructured and established Alphabet as its holding company. The purpose of Alphabet was founded to make the activity of Google "cleaner and responsible" because his business field expanded from only machine internet search to other businesses field like a car without drivers. Page and Brin announced Sundar Pichai to be the CEO of Google. That company will re-structured to separate Google and the other project's ambitious company become a subsidiary of Alphabet. When Google removed the "do not become evil" of code ethics and replaced it with "do the right thing". According to several Google workers told CNN, from here it started to change the culture of Google. One of the points that main Google's changes is when Google deletes access to documents on Google's intranet and calendar events for general workers. Hence, it causes them to know only after the protest.

In December 2019, Page and Brin stepped down from the position of CEO and president of Alphabet. Alphabet's next CEO position is composed by Sundar Pichai. Page and Brin will still be actively involved as members of the board of directors, holder stock, and founders of Google [26].

3.1 About Nimbus Project

Google workers rejected the Nimbus Project since the workers knew the company sign of cooperation with the Israeli government and military. Employee Muslims on Google and Amazon protest this project with created a move with hashtag #NocTechForApartheid in April 2021. This protest did not get attention from Google. In 2022, it was announced that Google would establish a regional data center in Israel related to the Nimbus Project. Several Google workers are primarily Muslims, and Jews chose to resign to protest The Nimbus Project [27].

The reason why Google workers refuse The Nimbus project, among others, is that Israel faces an accusation of genocide in the war in Gaza at the International Court. Google workers are demanding that they have the right to know how power works they will used. With at least clarity about the Nimbus project, Google workers are worried that their technology can be used for detrimental things people. "Impossible for enthusiastic for Work when you know your company provides products the Israeli government helped him do atrocities in Palestine," said Tina Vachovsky, staff engineer device software on Google [7].

Google denies workers' concerns about the Nimbus project. Interpreter Google spokesperson Anna Kowalczyk told The Intercept, stating the Nimbus project is for task work carried out on the [Google] commercial platform by the ministry of Israeli government like finance, service health, transportation, and education. The Project Nimbus is not directed towards working very sensitive military or relevant secrets with weapon or intelligence agencies. Kowalczyk also emphasized that Google has a clear will not design or apply AI applications as weapons or weapons system or for mass supervision [8].

Protest to the Nimbus project grew increasingly after Israel attacked reply feud against Hamas. On October 7, 2023, Hamas attacked Israel, allegedly leaving 1,200 Israelis dead. Israel then repaid with do siege against Gaza and decided access to electricity,

food, water, and materials burned, resulting in at least 33,899 people being killed in the Gaza Strip. At its peak, a protest was carried out by Google workers with roll-out sit-ins at Google offices in New York and Sunnyvale on April 6, 2024 (Al Jazeera Staff, 2024). This demonstration caused 50 Google employees were fired arbitrarily.

Table 1. Chronology Protest Finite Nimbus Project end Dismissal Google employees (processed researcher from various sources)

TIME	INCIDENT
April 2021	Google and Amazon sign ‘Nimbus’ project with Israeli government worth US\$ 1.2 billion or IDR 19.3 trillion. Muslims employee and Jewish For peace groups at Google and Amazon protest with make #NoTechForApartheid movement.
2022	Nimbus project announced. Google will establish a regional data center in Israel. A number of Google workers, especially Muslims, and Jews, resigned as a protest.
October 7, 2023	Hamas attacks Israel. About 1,200 people died in Israel. Israel then repaid until killed 34,094 people in Gaza.
January 2024	Google announced would carry out layoffs of hundreds of employees. Year Previously Google had laid off 12,000 people.
March 4, 2024	At the Mind the Tech conference in New York, Google employee Eddie Hatfield screamed in protest of The Nimbus project, “I am engineer device Google Cloud software, and I reject build supporting technology for genocide, apartheid, or supervision. “
April 6, 2024	Dozens of Google workers did sit-ins at Google offices in New York and Sunnyvale and demanded the cancellation of the Nimbus project.
April 19, 2024	Google fired 28 employees and arrested 9 people who participated in sit-ins at Google offices in New York and Sunnyvale.
April 22, 2024	Google is backfired 20 workers.

May 1, 2024

Ex-fired Google employees sued Google to the US Labor Board. Google rated violated rights workers below law US employment for creating the nice work environment.

3.2 The Dismissal Google Employees

Nine Google workers were arrested on Tuesday evening, April 6, 2024, after doing sit-ins at the office companies in New York and California to protest Google's collaboration with the Israeli government [27]. Several days later, 50 associated Google workers with action were also fired.

One of the fired Google workers because of that action is Ray Weistick. She confesses she likes working at Google. She likes the team where she working. However, Weistick feels guilty when do nothing when Google sells technology to the Israeli military or military anywhere. She joined the sit-ins action on Thomas Kurian Google Cloud Office, Sunnyvale, California, to protest the Nimbus project is also demanding protection for Google workers, especially Muslim workers and workers from Palestine often experience violence and doxing because of protests the Nimbus project and humanity in Palestine. The protest did not get response from the CEO of Google. There was no announcement of anything during the demonstration for 10 hours. However, suddenly, the police come and force disbanded. Weistick then detained for several days and then fired from Google [27].

Another fired Google worker is Mohammad Khatami, a Google Software Engineer. He joined the "No Tech for Apartheid" movement. Khatami originates from a Muslim family. He was very disturbed moment realized his job had contributed to the mass massacre in Palestine. Khatami experienced bullying because he voiced a protest against the Nimbus project. HRD and his friends at Google accused Khatami of being a supporter of terrorists. Khatami came along to sit in protest of the Nimbus project. He was detained and then fired. Khatami did not regret it. For him, working at Google is not the same very important compared to working for something meaningful and has an good impact for Earth. He does not want to have a connection with genocide in Palestine and hopes Google changes his thoughts about the Nimbus project [28].

One month before the layoffs of 50 employees who demanded the Nimbus project, the first Google worker fired linked to protest of The Nimbus Project was Eddie Hatfield. On March 4, 2024, Hatfield followed suit at the conference in New York City regarding Israeli industry technology. In the middle of the conference moment when the executive director of Google Israel Barak Regev became a speaker, Hatfield stood up and delivered his opinion disapproving of the Nimbus project. Hatfield said, I am one engineer device Google Cloud software, and I reject for build supporting technology for genocide, apartheid, or supervision. No technology for apartheid! Hatfield was booed and cheered by participants conference because of the action. Officer security then came to Hatfield and forced him to get out of the room. Three days later Hatfield

was called for a meeting with Google managers and HR representatives. Hatfield was accused of damaging the image of company and directly fired by Google. Interpreter Google spoke to Time, stating Hatfield was fired because he violated the policy company. He assessed bother colleague's moderate work when giving presentations and disrupting officially sponsored events company [6].

Google explains the dismissal involving employees sitting- in protest, the Nimbus project sent an email to its workers. The email was sent by the Vice President of Google Global Security, Chris Rackow. The reason 50 Google workers were fired, according to Rackow, is because Google workers took switch room office, damaged Google properties, and so on physique hindering other Googlers' jobs. The behavior of the demonstrators at the Nimbus project is not acceptable, is disconcerting, and makes colleagues feel threatened [29].

Google CEO Sundar Pichai confirmed that the dismissal of protesting Google employees from the Nimbus project was carried out because the demonstrators bothered other Google employees. Pichai said Google has a culture dynamic and open discussion that allows Google to create products outside the ordinary and bring great ideas to life and become action. But in the end, Google's places of work and policies, as well as its expectations, are business. Google isn't it place to act with annoying way colleagues or make them feel no safe, try to use the company as a private platform, fight over disturbing issues, or debate politics [7] .

3.3 Implementation of Corporate Colonization Theory

The theory of corporate colonization-looking company not only works as an economic entity but also as a political entity. According to Deetz [22] multinational companies' strengths are dominant in society, even bigger rather than the country or family in influencing the individual. The executive company room becomes a place where almost all decisions are made about the use of the nature power source, development technology, availability of products, and work relationships. Then the giant companies control and influence modern life with no way once thought by the government or public general since the end of the feudal era. However, the negative impact of the dominant company is the decline in quality of life for part big inhabitants.

Deetz highlights how multinational companies create similar environment colonies (land colonies), where power and control are centered on authority (e.g., executive management). Workers are expected for the subject to structure this power without lots of chances to participate in making decisions. Management ideas dominate compared to the workers ' ideas. Colonization companies happen through managerialism. Managerialism started with the identification imaginary where corporate and management become one unity identity; the main motive is control; the method is mainly cognitive-instrumental; the modality expressive that he likes is money; and its places preferred reproduction is formal organization [30].

Colonization in the dismissal of Google workers protesting Nimbus project is visible from Google's actions are treating his workers like a colony or colony. Like a colony, within Google, power, and control are centered on rulers' matters; this is the boss and management of Google executives. Google workers were not empowered because they

just expected the colony to be subject to structured power. When Google workers sue transparency for the Nimbus project, Google doesn't respond. When workers protested the project with Israel, they were arrested, imprisoned, and then fired. The example case in matter: this befell Mohammad Khatami, Eddie Hatfield, and Ray Weistick. Khatami is the one Muslim who got bullied by friends in his office, which is also supported by HRD when he stated his support for Palestine and protesting the Nimbus project is the one to worry about and will use to help Israel do genocide in Gaza. Khatami joined the movement "No Tech for Apartheid" and joined the demonstration to protest the Nimbus project on April 6, 2024; Google also ordered police to catch Khatami, detain him, and then fire him. A similar story happened to Hatfield and Weistick.

3.4 Information Or Communication

Deetz challenged the view that communication is the transmission of information. According to Deetz, communication is a development process meaning continuous social taking place. Deetz introduced two drafts, namely the information model and the communication model. In the 'Information Model', communication is a channel for conveying facts, meanwhile, in the 'Communication Model', language is the primary medium in which social reality is formed and maintained.

Next, Deetz categorizes involvement holder interest become control managerial and codetermination. Managerial control is a retrieval process of decisions where people are affected by the impact of decisions that are not involved. Temporarily in codetermination, the retrieval process decisions are done through open dialogue between the stakeholder's interests.

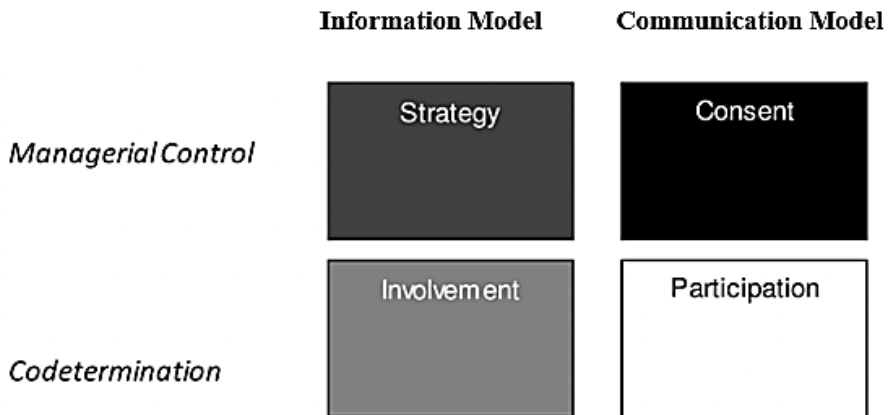


Fig 2. Two Approaches for Practice Organization Based on Deetz, Transforming Communication, Transforming Business

Based on Deetz's approach above, the model used in the dismissal of Google employees is the 'Information Model', not a 'Communication Model'. In the case dismissal of

protesting Google employees from the Nimbus project, communications used Google management only as a channel to convey information about existing policies they decide. Google Management, through Vice President Google Global Security Chris Rackow, explained the dismissal of 50 Google employees only via email sent to the employee. With only via email, then there is no direct two directions interaction. Management has no obligations (or postpone giving a response in time is not confirmed) if an employee replies to the email and provides a response. By using "The Information model", Google implements one-way top-down communication that does not want feedback from employees who protest. In this way, Google's communication is not transparent and democratic, thereby denying the culture that Google wants to build.

Involvement holder interests (in this matter, Google management) include in category managerial control (control managerial). In the case of the dismissal of this Google employee, the retrieval process decision is done by management where the worker is affected by the impact of the decision dismissal not involved. The dismissal to employees who demonstrate against the Nimbus project is carried out by management only several days from the action. The employees were arrested and detained, never invited to talk, just fired.

Google management uses strategies (boxes contained in the " coordinates " of the information-control model managerial) in communicating with protesting workers. Strategy control is a method used in a way explained by management to expand their control. According to Deetz, that is the problem that lies with the manager. The reason is managerialism. Deetz describes managerialism as discourse based on kind logic systematic, set activity routine, and ideology, where the control mark is at the top of everything. When the holder's share wants profits and workers want freedom, management needs control.

For control, management uses the dictator language style in communication to frequent workers top down. The dictator style is reflected in the Vice President's explanation of Google Global Security Chris Rackow and Google CEO Sundar Pichai. Rackow, for example, said Google is a place where businesses and workers must be subject to the rules of the company. Meanwhile, Pichai said Google is a place of work, and policies (the Nimbus project) are business. Pichai forbade workers from making Google a private platform for debating issues or politics.

Google always confirmed to its employees that they protested the Nimbus project to obey the company rules if they did not want to face penalties. With so, the worker's choices are often limited to loyalty or out — "love or leave that". The workers who chose to endure working at Google were forced to shut up. When they make a sound protest against Google policies, they face the dismissal threat.

Deetz stated that strategic steps were taken by management to achieve efficiency. The absence of two-way communication prevents management from wasting time discussing issues with stakeholders. The success or failure of a company depends on how the managerial strategic controls are implemented. What needs to be considered, the strategic control had significant drawbacks, including the high costs of implementation and the stress felt by staff due to constant monitoring from management.

4 Conclusion

Google has implemented corporate colonization in case of dismissal protesting Google employees to the Nimbus Project. Corporate ideas, in matter this Google management, related efficiency, rationalism, and optimization dominate compared to the idea of the Google workers want the Nimbus project was canceled because worry will be used for crime genocide committed by Israel in Palestine. In colonization, Google implemented managerialism where corporations and management became one unity identity with the central motif being control and prioritizing business profit (money). The communication patterns used by Google in the dismissal is an information model with involvement holder interest in control management with use strategy.

The limitation of this research is that it did not conduct interviews with Google management and Google workers. Further research related to this research should be accompanied by these interviews. In the future, it would be better if further research was carried out by comparing cases of dismissal or managerial policies in other technology companies, such as Apple, Microsoft or Amazon. This can help assess whether similar patterns are found outside of Google and how industry context might influence the results.

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