

ABSTRACT

An organization will successfully works or not is dependent on the communication that occurs between parts of the organization. As a center and a dynamic force in the organization, leaders should communicate with all parts of organization. Therefore, the successful implementation of leadership tasks is largely determined by the skills of the leader to establish communication with all parts that have connection with the activities of the organization. The existence of the two leaders at PT Karya Prima Mandiri Abadi, indirectly produce different communication styles. This study aims to determine not only the communication styles of each leader but also the advantages and disadvantages of communication styles of each leader. This study used a descriptive survey method with quantitative approach. Primary data was collected through survey method to all employees of PT Karya Prima Mandiri Abadi which amount 31 people using saturated sampling approach. The results showed that the style of communication which is owned by the two leaders is assertive communication style. The first director obtained a percentage score of 56% with a low category for passive communication style, 44% with low category for aggressive communication styles, and 69% with high category for the style of assertive communication. While the second director obtained a percentage score of 59% with a low category for passive communication style, 43% with low category for aggressive communication styles, and 70% with high category for the style of assertive communication.

Keyword : Communication Style, Leader, Leadership