

ABSTRACT

An organization will do well, if the communication that occur inside also doing well. Leaders who can organize well, are the leaders who always can communicate with all parties. Leaders skills to establish good communication with all related parties will determine the future of the company. This research used qualitative methods with descriptive case study approach and constructivist paradigm. This research aims to describe how the communication style that is applied to Personal Service Manager of PT. Indonesia's Telecommunications Division III West Java Regional against the Officer's Personal Service PT. Indonesia's Telecommunications Division III West Java Regional. Researchers process data based on the results of interviews with four informants. By category, one core informant, IE Manager Personal Service and three supporting informants i.e. Officer Personal Service. The results of this research are Personal Service Manager applies the style of communication control and two-way communication style. Controlling communication style used when the Manager deliver the task, the target company and the company's discipline policy. While two-way communication style used when Manager make daily activities and to discuss with an Officer. In order for the creation of a democratic workplace climate and atmosphere of a comfortable workplace.

Keywords: Organizational Communication, Communication Style, PT. Telekomunikasi Indonesia, West Java