

ABSTRACT

Communication style is an interpersonal activity that is used in certain situations. Each leader has unique characteristics in a conversation with his subordinates in a particular conversation that is specific to achieving organizational goals. Employee performance is a description of the behavior of the company while in the workplace to contribute to achieving company goals. The purpose of this study is to look at the communication styles used by leaders at Radio Raka and Sonora Bandung and also to find out whether there is a link between communication and leadership styles with employees. The method used is descriptive analysis method and multiple linear regression analysis. Radio Raka and Sonora Bandung. This can be seen from the coefficient value obtained by 56.1% while 43.9% is determined by other factors not needed in this study. Based on the analysis obtained from the communication style that has the highest value, the communication style controls and trusts with the approval value of 0.639 and 0.605 so that the corresponding value on the continuum line with the strong category. Based on the analysis results get a constant value of 21.504, this value is more positive, the more the communication style increases, the more the performance of its employees increases.

Keywords: *Communication Style, Leadership, Employee Performance*