

ABSTRACT

This study aims to explain the communication style of female online entrepreneurs during the COVID-19 pandemic. This study uses the theory of communication style in order to find out how the communication style is carried out by female online entrepreneurs during this covid-19 pandemic and also wants to find out whether there are changes in communication styles during this covid-19 pandemic which are influenced by communication style factors.

This research is a qualitative research using a case study approach. The subjects of this research are female online entrepreneurs with various fields of online business. The key informants in this study were the five female online entrepreneurs. Techniques in collecting data through observation, interviews, and documentation. As well as analysis techniques on data using data analysis from the Miles and Huberman model consisting of data reduction, data presentation, and drawing conclusions. The data validity technique used is the source triangulation technique.

The results of the research on the five female online entrepreneurs show that the communication style of each entrepreneur is different, namely there is a controlling style, equalitarian style, dynamic style, and structuring style. In addition, there are several aspects of communication style, namely aspects of impression leaving, open, relaxed, and precise.

The conclusion in this study is that of the five female online entrepreneurs, each of them has the same communication style which is communication assertive, And the aspect of communication style owned by the two online entrepreneurs is the aspect of precise communication style, where the two online entrepreneurs prefer to communicate verbally by creating scheduled content. These two online entrepreneurs also have changes in communication styles caused by chronology, language, and also obstacles.

Key Words: Communication Style, Female Online Entrepreneur, Pandemic Covid-19