

ABSTRACT

Communication patterns in an organization are very important to build a good relationship between leaders and employees. Communication has various functions, one of which functions in building employee performance. The purpose of this study, to determine the communication patterns used by leaders in building employee performance at Anugrah Frozen Food. The method used in this research is descriptive qualitative. Data collection methods with interviews and observations to see what communication patterns are used. The informants of this study consisted of one expert informant, one key informant, and two supporting informants. The theory used in this research is organizational communication according to DeVito (2016), which explains about organizational communication patterns, which include the way information is conveyed and exchanged between organizational members to achieve common goals. The results of this study found that Anugrah Frozen Food uses two communication patterns, namely the form of wheel communication patterns and the flow of vertical communication patterns and the flow of horizontal communication patterns. Employee performance at Anugrah Frozen Food is successfully built with the leadership communication pattern.

Keywords: *Communication Patterns, Employee Performance, Leadership.*