

ABSTRACT

Title : Leadership Communication Style in Increasing Employee Motivation at PT. Transcosmos Indonesia
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Each leader has different characteristics and communication styles in leading and managing the company. Leadership style depends on the culture and situation that takes place within an organization. The purpose of this study was to determine how the leadership style of communication in improving employee performance at PT. Transcosmos Indonesia. This research uses descriptive qualitative methodology, a process that describes the situation that occurs in the company based on facts that can and have been confirmed through data and other sources such as informants and other supporting data.

This research was conducted by observation, interview, and documentation. The results in this study were obtained from key informant Mr. Louis Narkis and 4 informants to measure the validity of the data, this study uses participation and triangulation techniques. From the results of this study indicate that the communication style used by the leadership of PT. Transcosmos Indonesia can increase employee work motivation.

Key Words: Organizational Communication, Communication Style, Work Motivation