

ABSTRACT

Communication in a company plays a very important role in achieving goals. Companies can be created and easy to achieve goals by coordinating. This is largely determined by the effectiveness of communication owned by the leadership in a company that is able to produce changes in attitude to the creation of employee work motivation. This study uses a quantitative method with a survey method, in addition to using a saturated sampling technique with 95 employees of PT. Creative Mixo International. The results of the study indicate that the effectiveness of communication shows that the communication between the leadership of PT Creative Mixo International can be said to be effective. However, in the dimension of communication media, namely oom Meeting Zoom Meeting, which is not the latest version, it causes communication to be interrupted suddenly because of the limited time for using the Zoom Meeting application. and timeliness is still lacking. Then the leadership in communicating is said to not have a good enough timeliness because sometimes they do sudden meetings when employees are finishing their work. Employees of PT Creative Mixo International are said to be motivated at work. However, regarding the completion of responsibilities, it is still said to be quite good because the delivery of tasks and responsibilities carried out by the leadership through Zoom Meetings sometimes falters because the use of Zoom Meetings is not yet with the latest version which can be done indefinitely and impromptu meetings conducted by the leadership make employees late in completing responsibility. Then the percentage of work motivation of PT Creative Mixo International employees after being influenced by the effectiveness of leadership communication obtained an R_{square} value of 0.635 or 63.5% and the remaining $100\% - 63.5\% = 36.5\%$ determined by other factors that the researcher did not examine, including organizational culture, organizational communication climate, and interpersonal communication.

Keywords: Leadership Communication Effectiveness, Work Motivation, Human Relations Theory

ABSTRAK

Komunikasi dalam suatu perusahaan memegang peranan yang sangat penting dalam usaha mencapai tujuan. Perusahaan dapat tercipta dan mudah dalam mencapai tujuan dengan cara berkoordinasi. Hal ini sangat ditentukan oleh efektivitas komunikasi yang dimiliki pimpinan dalam sebuah perusahaan yang mampu menghasilkan perubahan sikap hingga terciptanya motivasi kerja karyawan. Penelitian ini menggunakan metode kuantitatif dengan metode survey, selain itu menggunakan teknik sampling jenuh dengan 95 karyawan PT. Creative Mixo International. Hasil penelitian menunjukkan bahwa efektivitas komunikasi menunjukkan bahwa komunikasi pimpinan PT Creative Mixo International dapat dikatakan efektif. Namun pada dimensi media komunikasi yaitu oom Meeting Zoom Meeting yang digunakan bukan versi terbaru menyebabkan terjadinya komunikasi terputus tiba-tiba karna terbatas waktu penggunaan aplikasi Zoom Meeting. dan ketepatan waktu masih dirasa kurang. Kemudian pimpinan dalam melakukan komunikasi dikatakan tidak memiliki ketepatan waktu yang cukup baik karena terkadang melakukan *meeting* secara mendadak di saat karyawan sedang menyelesaikan pekerjaannya. Karyawan PT Creative Mixo International dikatakan termotivasi dalam bekerja. Namun terkait penyelesaian tanggung jawab masih dikatakan cukup baik karena penyampain tugas dan tanggung jawab yang dilakukan pimpinan melalui Zoom Meeting terkadang terputus-putus karena penggunaan Zoom Meeting belum dengan versi terbaru yang bisa dilakukan tanpa batas waktu dan meeting dadakan yang dilakukan pimpinan membuat karyawan terlambat dalam menyelesaikan tanggung jawabnya. Kemudian besarnya persentase motivasi kerja karyawan PT Creative Mixo International setelah dipengaruhi efektivitas komunikasi pimpinan diperoleh nilai R_{square} 0,635 atau 63,5% dan sisanya $100\% - 63,5\% = 36,5\%$ ditentukan oleh faktor lain yang tidak peneliti teliti antara lain budaya organisasi, iklim komunikasi organisasi, dan komunikasi antarpribadi.

Kata Kunci: Efektivitas Komunikasi Pimpinan, Motivasi Kerja, Human Relations Theory