

ABSTRACT

Every leaders in an organization or company have certain communication style to deliver a message. Just like a manager in an organization when delivering a message or information whether about a job, solution, or opinion to the employee. That communication style is the one that influences responses given by the staffs. Thus, communication style is very important in an organization or company. This research will describe about the Communication Style of a Manager to the Promotion Staffs on Marketing Communication Division (Qualitative Descriptive Study in PT. Pikiran Rakyat, Bandung). The method used in this research is qualitative descriptive by collecting data technique that covers interviewing and doing observation. The data analysis technique used including data reduction, and drawing conclusion and verification. This research is supported by discussion using theory Bout communication style and organization culture.

The result of this research is drawn based on the result Of interview and observation done by writer to show that the communication style of the marketing communication division manager to the promotion staffs use controlling communication style, two ways communication style and dynamic communication style. Those communication style are supported by the organization culture that exists in the marketing communication division which are Communal culture.

Keywords: organization communication, communication style, organization culture, manager, staff