

ABSTRACT

Running well or not the activities in organization largely determined by the ability of their leader in communicating, one of them is how the leader communicates work-related informations so that the employees could receive the information well to achieve the result according to the target that has been determined. PT. Telkomsel is one of Indonesia's telecommunication companies, in order to achieve sales targets, PT. Telkomsel has sales division divided into several regions, one of them is Jabodetabek's region that has the responsibility to sell their products or services according to the target that has been determined. However, before they fulfill the target the information they need to know in advance about the related target need to be conveyed by their leader. In Jabodetabek's sales division, PT. Telkomsel has a meeting activities, and in this monthly meetings the leader apply the communication strategy to convey the informations about the sales target to the employees. This research used qualitative approach with descriptive method based on the view of constructivism. In collecting data, research done by interviewing technique. As for the steps in communication strategy, they are done through the several stages, the research stages, the formulation and problem's prediction stages, the strategy planning steps, the stage of implementation the strategy, and the strategy evaluation stages.

Keywords: Communication Strategy, Organization Communication, Meeting.