

ABSTRACT

Analysis of Producer Leadership Communication Style on Live Streaming Television Application RCTI+

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Every organization has certainly experienced problems both in terms of communication or technical. Based on the results of interviews between researchers and informants, PT. MNC Digital Indonesia (RCTI+). However, the obstacles experienced can be quickly overcome by informants with the company. An obstacle that can easily occur in an organization is missed communication. The efforts of the producers in overcoming the existing problems of course depend on how the leadership communication style is applied. From the leadership communication style applied, it will have an impact on the response given by employees to work. In this study, using the concept of organizational communication, leadership communication style, video on demand and PT. MNC Digital Indonesia (RCTI+). This study uses a descriptive qualitative method by carrying out data collection techniques through structured interviews with three informants who are producers at RCTI+ and documentation. The results of this study indicate that the leadership communication style applied by the producers of RCTI+ is the equalitarian style, where the leadership communication style applies openness to each other, relaxed and informal between leaders and their employees.

Keywords: Organizational Communication, Leadership Communication Style, Producer, RCTI+.