

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Problem**

To face the challenges and the competitive world today, a television companies who want to expand need a leadership skills and have a good communication or leading as well as technical skills on its work. In leading an organization or company, a leader has a way and style of their own, especially the style of communication in achieving the objectives of the organization or company. On the other hand, leaders have to be able to direct and influence the employees' behavior to reach the organizational objectives in a given situation.

Pace and Don (2001) state that the important element in a company no matter it is small or large is a human resources (HR). The performance of a company is strongly influenced by the productivity and effectiveness of employees and employers, where productivity and effectiveness are influenced also by the effectiveness of internal communication among the officials who ultimately can create high motivation, so as to meet the company's targets and business plans.

Internal communication in this case has three forms. The first is downward communication, the communication from the management or the employer to the employee. The second is upward communication, the communication of the employee to the employer. The third is parallel communication (communication sideways), the communication that takes place between fellow employees. (Pace and Don, 2001)

The level of effectiveness of internal relationship is highly influenced by three main points. The first point is the importance of the management openness reciprocal communication, the second is the superior ability of the organization to deliver the right message to the employees, and the last is the structure of the work done properly. Those things are highly dependent on the communication style of the leader that applied to the organization.

To provide a good service to the community, leaders are required to develop a professional human resources and has a high integration. As a leader, they should be able to create a good communication style in order to obtain the objectives of the organization. As a vision to become an superior institution, professional, international standard, independent and strong missions that had been used to maintain a positive image in the public.

According to Faules (2001), leaders are people who help others to get the desired results. Leaders act in ways that facilitate productivity, high morale, energetic responses, qualified work skills, commitment, efficiency, little weakness, satisfaction, presence, and sustainability within the organization. Leadership can be interpreted as an activity to influence people who are directed towards the achievement of organizational goals, the leadership can be formulated as a process of influencing the activities of a person or business group toward the achievement of goals in certain situations (Mulyasa, 2002).

Leader is a person who is able to mobilize others. He brings vitality and energy for individuals and organizations to be the best. In this final report revealed that identification of effective leadership communication style is communication

that matched by situation and condition of a people who being led. As a leader, they must know what a perfect style of communications to lead their employees. According to Mulyasa in Wulandari (2015), communication style is a interpersonal behaviors that are used in a certain situation. Every communication style consists of a set of communication behaviors used to get a response or a particular response in certain situations as well. The suitability of a communication style is used, depending on the intent of the sender and the expectations of the receiver.

Not only style of communication, but as a leader they also must have a goals in their organization. In achieving the goals of an organization will never be separated from the leadership style. Leadership style performed by a leader greatly affect the performance of the employees. According to Tangkilisan in Wulandari (2015), the style of leadership can be divided into four, there are: a) instruction style. b) consultation style. c) leadership style of participation. d) delegate style.

Employee performance is defined as the ability of achievement shown of how the work done by employees. In improving employee's performance need encouragement, enthusiasm or motivation arising from them self, and also need the good cooperation between the leader and employees to reach the same purpose. To reach a high productivity also need a good cooperative relationship between leader and employee that a leader has mutual respect and good communication.

Achievement of organization or institution because of the efforts of the actors present in that organization. In this case, Roeslan Rosady (2004) state that there is actually a close relationship between the individual performances with company performance. In another words, if the employee's performance is good then

likely performance of companies or organizations will also be good. The performance of an employee would be good if the employee has a high skill, and expectations of better future.

Those reasons above attract the writer to write a final report dealing with implementation of the communication style of the leader in improving employee performance at Metro TV Jawa Timur, the writer in preparing this final report entitled **“The Relationship between Leadership Communication Style and Employees’ Performance at Metro TV Jawa Timur”**.

## **1.2 Objectives of Final Report**

This final report is intended to know the best way to improve the employees' performance and to give an idea of the leadership style of communication to improve employees' performance in the Metro TV Jawa Timur. The writer want to know how far the relationship that created between leader and employees to make a better employees' performance at Metro TV Jawa Timur. Furthermore, this final report is expected to give an inspiration for other employers to have a good and correct communication style and have a good relationship to make a better performance for their employees.

## **1.3 Significance of Final Report**

The significance of writing this final report divided into two significances. The first significance is expected that this final report would provide assistance and

contributions to the development of public relations, communication relationships within an organization related to a leader's communication style. The second significance of this final report is can be used by the company as a consideration and assessment in identifying the leader's communication style in motivating the employee's work which will become the reference and guidance for institution to develop.