

Abstract

***Communication Style Of Leadership Sub.Division Search And Preservation Of
Voluntary Blood Donors With Employees At Blood Transfusion Unit
Indonesian Red Cross Of Pekanbaru City***

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This research about communication style applied by leadership of Sub. Divison related to fulfillment of blood needs in Pekanbaru City. That organization is Indonesian Red Cross in this case Blood Transfusion Unit at Sub. Division Search and Preservation of Voluntary Blood Donors of Pekanbaru City. In an organization, communication style of leadership influence relationship of leadership with employees and influence to continuity wheel of organization. The purpose of this research was to see communication style of leadership. It is about organization need figure of leadership who have good and exact communication style. The design of this research used qualitative method with descriptive presentation. Data was collecting by observation, interview and documentation. The subjects of this research were leadership and six employees. The subjects of this research were choosed by purpose sampling technique. The research based on theory six communication styles. Six communication styles that were the communication style of the controlling style, the equalitarian style, the structuring style, the dynamic style, the relinquising style and the wibdrawal style. The result of the research based on communication style of leadership was two of six sommunication styles existing. Both of communication styles were the communication style of the equalitarian style and the communication style of the structuring style.

Keywords: *communication style, leadership, employees*