

Abstrak

Dalam era globalisasi dan persaingan bisnis yang semakin ketat, efektivitas komunikasi antara pemimpin dan karyawan sangat menentukan keberhasilan perusahaan, terutama di kantor cabang. Di PT Summit Indonesia cabang Bandung, gaya komunikasi Area Sales Manager memainkan peran penting dalam menciptakan dinamika kerja yang efektif. Penerapan Equalitarian Style, gaya komunikasi yang mendukung partisipasi aktif dan komunikasi dua arah, menarik untuk diteliti karena pengaruhnya terhadap motivasi dan kinerja tim sales. Penelitian ini bertujuan untuk menganalisis penerapan gaya komunikasi tersebut, respons tim sales, serta hambatan yang mungkin muncul dalam pelaksanaannya. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif dengan metode deskriptif. Data dikumpulkan melalui wawancara terstruktur dengan empat informan, yakni dua informan utama dan dua informan pendukung, serta melalui observasi langsung dan analisis dokumen. Data primer diperoleh dari interaksi lapangan, sedangkan data sekunder berasal dari studi pustaka dan penelitian terdahulu. Analisis dilakukan dengan teknik reduksi, penyajian, dan penarikan kesimpulan. Keabsahan data diuji melalui triangulasi sumber dan metode pengumpulan data. Hasil penelitian menunjukkan bahwa Area Sales Manager menerapkan Equalitarian Style, yang menekankan prinsip kesetaraan dan partisipasi aktif dalam pengambilan keputusan. Gaya ini terbukti meningkatkan motivasi dan keterlibatan tim dalam pekerjaan sehari-hari. Namun, terdapat beberapa hambatan seperti resistensi dari anggota tim yang tidak terbiasa dengan pendekatan egaliter dan kurangnya mekanisme umpan balik yang sistematis. Hambatan-hambatan ini memengaruhi efektivitas penerapan gaya kepemimpinan. Secara keseluruhan, penelitian ini menegaskan pentingnya penerapan Equalitarian Style dalam membangun lingkungan kerja inklusif dan partisipatif. Namun, diperlukan perbaikan dalam sistem umpan balik untuk meningkatkan efektivitas komunikasi dan kepemimpinan di masa depan.

Kata Kunci : Sales Manager, Gaya Komunikasi Kepemimpinan, The Equalitarian Style.

Abstract

In the era of globalization and increasingly tight business competition, the effectiveness of communication between leaders and employees greatly determines the success of the company, especially in branch offices. At PT Summit Indonesia, Bandung branch, the Area Sales Manager's communication style plays an important role in creating effective work dynamics. The application of Equalitarian Style, a communication style that supports active participation and two-way communication, is interesting to study because of its influence on the motivation and performance of the sales team. This study aims to analyze the application of this communication style, the response of the sales team, and obstacles that may arise in its implementation. The approach used in this study is qualitative with a descriptive method. Data were collected through structured interviews with four informants, namely two main informants and two supporting informants, as well as through direct observation and document analysis. Primary data were obtained from field interactions, while secondary data came from literature studies and previous research. The analysis was carried out using reduction, presentation, and conclusion drawing techniques. The validity of the data was tested through triangulation of sources and data collection methods. The results showed that the Area Sales Manager applied Equalitarian Style, which emphasizes the principle of equality and active participation in decision making. This style has been shown to increase team motivation and involvement in daily work. However, there are some obstacles such as resistance from team members who are not used to the egalitarian approach and the lack of a systematic feedback mechanism. These obstacles affect the effectiveness of the implementation of the leadership style. Overall, this study confirms the importance of implementing the Equalitarian Style in building an inclusive and participatory work environment. However, improvements are needed in the feedback system to improve the effectiveness of communication and leadership in the future.

Key Word : Leadership Communication Style, The Equalitarian Style.