

ABSTRACT

ANALYSIS APPROACH LEADERSHIP COMMUNICATION OF JOKOWI AS GOVERNOR D.K.I JAKARTA

By

ANITA OKTAVIA

Jokowi known as a leader pro the people, more loved by the people of Indonesia, specially Jakarta, because of its a firm with a relaxed self carriage. If we look back many people who do not know who the figure of Jokowi, but so many report, that there will be local officials Solo which ran as Governor of Jakarta. In the context of communicating Jokowi figure in the book Jokowi leadership soulless people rocker, portrayed as a democratic and addored many people. Indonesian pro longed for a leader to the people and always worked for the people. The purpose of this research is to investigate Jokowi leadership communication used in the approach to the community and to determine what style leadership of Jokowi is used for approaching the community, especially in Jakarta.

This study uses qualitative research methods to the type of descriptive research. Source of data used in this study is that the data obtained from the study of literature by studying and analyzing the books, articles, magazines etc.

The results were obtained Blusukan into leadership communication styles used Jokowi in the approach to the public. Blusukan is a simple way Jokowi in managing capital and Blusukan help Jokowi to define reality. Blusukan make the eyes see, the ears hear, and hearts open. Blusukan also avoid any provincial or mistakenly recognize the problem. Jokowi leadership style used in approaching people in Jakarta as Primal Leadership democratic while providing little more affiliative style to create a sense of togetherness among the team members.

In his leadership, Jokowi prove that serving has advantages because of the relationship between the leader to the people, oriented to serve with nature as much as possible.

Servant leaders have a responsibility to serve the interest of the people so they are more prosperous. Several facts are evident from Jokowi is not like wearing Voorojider, Jokowi down immediately to make unannounced visits to the village offices, and touring the country side to see the situation of the city, an extremely rare thing done by the previous governor.