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Irfan Jazuli. 2012, Thesis. Title: “Communicative Leader Role in Creating Work Culture In Services Sector in the National Electrical Contractors Association (DPC PAKLINA) Madiun”

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Formal communication is scheduled bi-weekly to conduct. One of the content of that formal communication are to discuss the development of the organization and to target the large projects. A successful leader must be able to change the behavior of individuals in accordance with established work behavior of the organizations. Members understanding toward the work behavior of organization will create a work climate that supports the realization of the productivity and effectivity of the organization in an effort to achieve organizational goals. The purposes of this study are as follows: To find out how the communication models used by leaders in the DPC PAKLINA Madiun Branch. To know work culture in the service sector of DPC PAKLINA Madiun. To determine the role of communicative leader in creating the work culture in the service sector.

This research is a kind of descriptive qualitative research in which the data is in the form of words (not numbers) derived from the interviews, the report notes, documents, etc., or a research priority in which to describe the analysis of an event or process as they are in a natural environment to obtain a deep meaning, by the nature of the process, in this study the researcher sought to describe a phenomenon in focus of research, namely communicative leadership in creating work culture. In this study, the researcher uses qualitative data analysis that does not use statistical calculations (non-test statistika), and it is limited on the percentage assessment. Then, it uses logical thinking to describe and explain the real situation, then it is drawn a conclusion so the problem solving can be obtained satisfactorily.

Communication model which is used by leaders to their members in DPC PAKLINA Madiun, model of communication between the chairman of the DPC PAKLINA with the members, the direct communication model where in every meeting the leader directly communicates with members. The picture of work culture at the DPC PAKLINA Madiun, where the members of DPC PAKLINA Madiun held regular meetings every month to discuss problems that occur. Every member follows the meetings, each member pays dues. Communicative leader role in creating work culture in services sector in the National Electrical Contractors Association (DPC PAKLINA) Madiun. The role of the leader here is to invite the members to always come in every meeting, this is done to solve the problems that faced by the members and to find a solution.