

ANALYSIS OF MARK ZUCKERBERG’S COMMUNICATION STYLE AS THE CEO OF META COMPANY

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ABSTRACT

This study aims to analyze the communication style used by Mark Zuckerberg as CEO of Meta Company through videos uploaded on his personal Instagram account. A leader's communication style plays an important role in shaping the company's image as well as influencing public perception of the company's leadership and strategic direction. This research used a descriptive qualitative approach by analyzing six communication styles according to Steward L. Tubbs and Sylvia Moss, (2014), namely: controlling, equalitarian, structuring, dynamic, relinquishing, and withdrawal styles. Data was collected through observation of ten relevant Zuckerberg videos and 6 public comments on the posts. The results show that the most dominant communication styles are structuring and dynamic styles, which can be seen from the way Zuckerberg conveys information systematically, enthusiastically, and directs the audience to understand the company's vision. In addition, the analysis of public comments indicates a positive perception of Zuckerberg's communication style, especially in terms of information disclosure and visionary leadership. These findings underscore the importance of the right communication style in building public trust and a positive image of modern technology companies

Keywords: *communication style, Mark Zuckerberg, Meta Company, public perception*