

CHAPTER I INTRODUCTION

1.1. Background of study

Communication plays a crucial role in every aspect of human interaction, especially in organizational settings where it serves as the foundation for coordination, decision-making, and leadership. Effective communication not only facilitates the exchange of information but also shapes organizational culture and enhances performance (Tubbs & Moss, 2008). In the context of leadership, communication is more than just a transmission of messages, it is a strategic tool that enables leaders to inspire, influence, and align people toward common goals (Hackman & Johnson, 2013). Particularly in the digital era, where leaders are more visible through media and social platforms, their communication becomes a significant factor in shaping both internal engagement and public perception.

One of the most influential elements in leadership communication is communication style. Communication style refers to the characteristic way individuals express themselves in interaction, which includes verbal language, tone, structure, and non-verbal cues (Norton, 1983). “A great leader will spend a lot of time for communicating.” Communication style means a group of speech features of an individual in the act of communication (Kaswan, 2022). Different styles, such as controlling, equalitarian, dynamic, structuring, relinquishing, and withdrawal, can impact how a leader is perceived, followed, or resisted (Richmond & McCroskey, 2009). A leader’s ability to adapt and balance these styles depending on the context is often correlated with their success in managing teams and crises. As such, studying communication style provides a deeper understanding of how leaders shape narratives, resolve conflicts, and maintain authority. Style is specific methods of receiving the message, personal methods of interpreting the messages and expressing the response and feedback (Tasya, 2023).

Every individual has a unique communication style, which is influenced by various factors such as cultural background, life experiences, personality, and personal preferences (Liliweri, 2017). Communication style can also be viewed as

a mixture of verbal and illustrative communication elements. A leader must have a good communication style to increase people's trust in his leadership, this aims to increase the effectiveness of one's leadership which can have an impact on the development of the company and good member performance (Luthra, 2015). Communication style is the distinctive fingerprint that manifests during the act of communication, influencing how messages are conveyed, received, processed, and interpreted. It encompasses individual modes of responding and unique feedback characteristics, all stemming from the intricate tapestry of human personality (Azizah et al, 2023).

Many prominent figures have gained recognition not only for their achievements but also for their distinct communication styles. Leaders like Barack Obama are praised for their charismatic and equalitarian communication, Steve Jobs was known for his dynamic and persuasive style, while Elon Musk demonstrates a more unconventional and sometimes ambiguous approach (Goman, 2011). These styles not only influence their internal management but also affect how the public and media interpret their actions and decisions. Understanding the communication styles of these public figures helps scholars and professionals alike to evaluate the impact of communication on leadership success and organizational image.

Mark Zuckerberg, the co-founder and CEO of Meta (formerly Facebook), is a figure whose communication style has evolved along with his company's growth and transformation. Known for his reserved demeanor, Zuckerberg's public appearances often reflect a mix of structured and dynamic communication, particularly as he navigates complex issues related to privacy, innovation, and platform regulation (Isaac, 2021). His approach to communication offers insights into how a technology executive balances corporate messaging with personal branding in a hyper-digital landscape. Furthermore, Zuckerberg's transition from a college student to a globally influential tech leader makes his communication style a fascinating subject of study.

The writer's interest in analyzing Zuckerberg stems from the curiosity to explore how his style shapes Meta's public image and stakeholder relations,

especially considering the high visibility and scrutiny that come with leading a global tech company. Analyzing Mark Zuckerberg's communication style offers a valuable opportunity to understand the dynamics of leadership at one of the biggest tech businesses in the world. As meta's creator and CEO, Mark is essential in establishing the company's culture and strategic direction. Not only does his communication style impact meta's public image and crisis management strategies, but it also has an internal impact on the management-employee dynamic. readers may learn a great deal about crisis management, leadership techniques, and the effects of communication on society and organizations by closely examining the way he speaks.

1.2. Formulation of the Problem

This identification of the problems leads the researcher to formulate the problems as research questions as follows:

- a. What communication styles does Mark Zuckerberg often use in his interactions with the public?
- b. How does Mark Zuckerberg communication style influence the public perceptions?

1.3. Scope and Limitation of Study

This research focuses on analyzing Mark Zuckerberg's communication styles based primarily on 10 selected videos sourced from official instagram account of Mark Zuckerberg (@zuck), the videos were selected based on several contexts such as product demonstrations, presentations, and public statements. Each video ranges under 6 minutes in length, providing enough material to observe communication patterns without being overly extensive and public perception was selected through comments on each video and selected based on the suitability of the communication style used. While instagram offers accessible and current content for examining his communication, relying solely on this platform limits the scope by excluding speeches, interviews and official hearings.

1.4. Purpose of the Study

- a. To analyze Mark Zuckerberg's communication style in public communication settings.
- b. To determine how these Mark Zuckerberg communication style influences the public's impression.

1.5. Significance the of Study

This study contributes to the understanding of management communication in business and provides valuable information for business managers, communication professionals and researchers. This research contributes to the understanding of management communication in business and provides valuable information for business managers, communication professionals and researchers. Analyzing Mark Zuckerberg's communication style aims to provide real recommendations to a leader or aspiring leader to use good communication and make communication one of the important things to gain trust.