

## ABSTRACT

**Communication styles in women leadership on the Radio Kosmonita FM 95,4 Malang, 2015. Dyah Tri Palupi, Department of Communication Studies, Faculty of Social and Political Sciences, University of Brawijaya. Supervisor: Diyah Ayu Amalia, SE., M.Si., and Nisa Alfira, S.I.Kom, MA.**

Kosmonita radio is a women radio segmented in the city of Malang, led by women for 12 years since established in 2002. This research aims to analyze the women in leadership communication styles by using the interpretive paradigm and descriptive qualitative research methods. Data collection techniques obtained through in-depth interviews, observation, and the nonparticipant documentation. In the election of purposive sampling technique using the informant made up the main informant 2 informants and six supporters. This research uses a triangulation source of interview and observation.

The results of this research show that women's leadership style on the Radio Kosmonita referring to the democratic leadership. A form of interpersonal communication, verbal communication is done through the use of everyday language when interacting, and nonverbal communication in the form of kinesics, touch, movement of the eye, paralanguage, artifact and visualization, and smells. Communication styles that are owned by the respective leaders are supportive style with predominance of low but high sociability and emotive style with high dominance and high sociability. Each leader has for the trial of their servants and always puts the open communication within the leadership. Those leadership communication styles suitable to be applied in the Radio Kosmonita, as most young people who work there, each of them has their own ideas and idealisme for the advancement of the radio.

**Keywords: Women leader, leadership, interpersonal communication, communication style.**