

ABSTRACT

EXPLORING LEADERSHIP COMMUNICATION STYLES IN THE SOCIETY 5.0 ERA: A CASE STUDY OF TOKOPEDIA

Society 5.0 is a technology-driven societal concept aimed at addressing social issues and enhancing human quality of life through the integration of AI, IoT, and big data. Within this context, leadership communication styles play a crucial role in effectively achieving organizational goals. This study explores the communication styles of leaders at Tokopedia, one of Indonesia's leading technology companies. Employing a qualitative approach with a case study method, data were collected through open-ended interviews and analyzed using ATLAS.ti software. The findings identify three primary communication styles: aggressive, utilized in crisis situations to facilitate rapid decision-making; assertive, which emphasizes collaboration, empathy, and data-driven decision-making; and passive, applied in stable situations to maintain harmony. Effective leadership communication in the Society 5.0 era is characterized by clarity, openness, empathy, data-driven decision-making, and a nurturing approach. This study recommends strengthening assertive communication, optimizing digital communication technologies, providing crisis management training, and conducting regular evaluations of leadership communication styles to enhance collaboration and productivity in technology-driven work environments.

Keywords: *Leadership communication, communication style, Society 5.0, technology industry, e-commerce*