

ABSTRACT

This study aims to analyze the influence of internal communication and leadership style on work motivation among experts at Public Relation Agency XYZ. The main issue addressed in this research is the low level of work motivation, which is presumed to be caused by ineffective internal communication and a leadership style that has not fully supported employee engagement.

A quantitative approach was used through a survey method, where data were collected via questionnaires distributed to selected expert staff. The data were analyzed using SmartPLS to test both the measurement model (outer model) and the structural model (inner model), in order to determine the significance and direction of relationships between variables.

Descriptive analysis results indicate that internal communication, leadership style, and work motivation are all rated in the low to very low categories. These findings suggest obstacles in two-way communication, limited employee involvement, and the absence of a fair and motivating reward system as contributing factors to low motivation levels.

The hypothesis testing results show that internal communication has a positive and significant effect on work motivation. Likewise, leadership style also shows a significant positive effect, implying that improved communication and leadership quality lead to increased employee motivation.

Based on these findings, the company is advised to improve internal communication systems by promoting openness and collaboration, and to implement a leadership approach that actively engages and motivates employees. Enhancing these two aspects is expected to improve employee morale and contribute to higher organizational productivity.

Keywords: *Internal Communication, Organizational Culture, Work Motivation, Experts, Public Relation Agency*