

ABSTRACT

This study aims to explore how leadership style contributes to building effective organizational communication that aligns with the company's culture. The research focuses on three departments at PT ASBO, a multinational company, to understand the dynamics between leadership, communication, and organizational culture in practice. A qualitative approach is employed using a case study method. Data were collected through in-depth interviews with key and supporting informants within the departments to gain insights into leadership practices and communication patterns. The findings show that the three managers apply different leadership styles: participative, directive, and delegative. These leadership style foster an environment where open communication is encouraged, guided by the principles of respect, empathy, audibility, clarity, and humble. The leadership styles of the three superiors align with the company's core values of diversity, equity, and inclusion, as reflected in their openness to ideas from all team members, providing opportunities for everyone to give feedback, and ensuring that all members are included in collaborative work processes.

Keywords: *Leadership Style, Effective Organizational Communication, PT ASBO, Organizational Culture*