

businessncommunicatio n

Definition

Kominkasi bisnis adalah proses pertukran pesan/informasi untuk mencapai efektifitas danefiseiensi produk kerja di dalam struktur jenjang level dan sistem organisasi



Goals of business comunicstion

- Receiver undersanding
- Receiver response
- Favorable relationship
- Organizational goodwill



Managers role in business

- Interpersonal role
- Informational role
- Decisional role



Intrpersonal role

- Fifurehead
- Leader /motivator
- Liaison
- interviewer



Informational role

- Monitor
- Disseminator/pemberdayaan
- Spoke-persen
- Facilitator
- orator



Decisional role

- Isturbance handler – pengendalikan situasi
- Resource allocator-kewenangan membagi
- Negsiator
- Problem solver
- moderator