

# **GAYA KEPEMIMPINAN KFC INDONESIA DALAM MENYOSIALISASIKAN BUDAYA ORGANISASI DI TENGAH WABAH COVID-19**

## **ABSTRAK**

**Abstract :** *Coronavirus Disease (COVID-19) is a disease that can spread rapidly to various countries, including Indonesia. As one of the affected companies, KFC Indonesia was forced to close one of the KFC stores in the ITC Cempaka Mas branch due to government policies through PSBB (Large-Scale Social Border) to suppress the growth of the virus. This study aims to determine the leadership style of KFC ITC Cempaka Mas in socializing organizational culture to maintain a strong organizational culture amid during in the COVID-19 outbreak. This type of research uses a case study with a qualitative approach and data collection techniques of observation, interviews, and documentation. The results showed that there was a situational leadership style, organizational communication continued to run normally both before and after the COVID-19, but there were cultural adjustments such as the use of masks and hand gloves when serving customers. This is because KFC always implements We are the Owners of KFC in all members of its organization so that CHAMPS can be implemented properly.*

**Keywords:** *COVID-19, Leadership, Organizational Communication, Organizational Culture*

**Abstrak :** *Coronavirus Disease (COVID-19) merupakan wabah penyakit yang mampu menyebar secara cepat ke berbagai negara, termasuk Indonesia. Sebagai salah satu perusahaan yang terkena dampak tersebut, KFC Indonesia terpaksa harus menutup salah satu store KFC cabang ITC Cempaka Mas karena adanya kebijakan pemerintah melalui PSBB (Perbatasan Sosial Berskala Besar) demi menekan pertumbuhan virus. Penelitian ini bertujuan untuk mengetahui gaya kepemimpinan KFC ITC Cempaka Mas dalam menyosialisasikan budaya organisasi sehingga mampu mempertahankan budaya organisasi yang kuat di tengah wabah COVID-19. Jenis penelitian ini menggunakan studi kasus dengan pendekatan kualitatif serta teknik pengumpulan data observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa terdapat gaya kepemimpinan model situasional, komunikasi organisasi tetap berjalan normal baik sebelum maupun setelah adanya COVID-19, namun terdapat penyesuaian budaya diantaranya seperti penggunaan masker dan hand gloves saat melayani customer. Hal ini karena KFC selalu menanamkan We are the Owners of KFC pada seluruh anggota organisasinya sehingga CHAMPS dapat terlaksana dengan baik.*

**Kata kunci :** *Budaya Organisasi, COVID-19, Kepemimpinan, Komunikasi Organisasi*