ABSTRACTION

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Mass Media Management : The Influence of Knowledge Management and Leadership Styles on Organizational Performance (Empirical Studies at Kabar Banten)
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Keywords: Knowledge Management, Leadership Style, Organizational Performance and Mass Media Management (xiii/82/attachments)

Business world competition, especially in the media industry requires a variety of businesses to be more creative and innovative in developing their products in order to survive in the business world. Moreover, in globalization and rapid technological development, companies are demanded to compete carefully and be responsive in seeing opportunities, threats, challenges, obstacles, and disturbances, both companies in the position of market leaders and followers. The type of data in conducting this research is to use primary data which can be interpreted by the writer to produce data or obtain data directly from the field using Google Form. Data obtained or taken using the questionnaire method. Based on research, the results of simultaneous testing (test f) show that together the independent variables have a significant effect on the dependent variable. The results of the partial test (t test) states that the variable Knowledge Management and Leadership Style has a significant influence.

Bibliography (2010-2020)