ABSTRACT

This research aimed to analyze the management reinforcement and communication competency in leadership in Koperasi Simpan Pinjam Acheh Society Development Cooperative (KSP ASDC) Bireuen-Aceh.

The data in this research was obtained through interview that consists of some position level; begin from the founder, top management, until staff and cooperative member. The sums of informant are 7 (seven) persons. The research model was analyzed using event history techniques which collaborated with Miles and Huberman method in order to focus in important things through the reduced-data to give problems description clearly.

The results of the research show that KSP ASDC, since the establishing until now, have been having significant difference, especially in management reinforcement that driven by the founder until the changing of the new leadership structure in KSP ASDC. While the communication competence owned by the former leadership compared with the new leadership, from the result of the informant and considering data in human resource management that exist now, it can be said that there is shift in conveying information, where at the beginning is closed but now is more open and directed in every instruction and solving some problems. The implication for management or KSP ASDC organization and the later research can be discussed.

Keywords: ***Management Reinforcement, Communication Competence, Leadership, and Management***

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