

Abstract

For more than 13 years, Rumah Warna Corporation becomes one of company that providing the largest Indonesia's fashion products. As many business competition in fashion and the technology, this was made Rumah Warna trying to maintain the image of their company. The customer complained about service system in online transaction by Rumah Warna. With this complaints, customer finally questioned the company's professionalism by Rumah Warna. This research has purpose to understand corporate communication strategy that run by Operational Manager of Rumah Warna. The kind of this research used in writing thesis by uses a qualitative methodology. The technique in this data was collect with the triangulation methods, which combines data from the interviews with the speakers, do the observation in the field, and through the literature study and other documents. The result of this research is services company strategy used by Rumah Warna in the form of a service triangle model. This model consisting of service strategies in the form of a lifetime warranty, an up - to - date products, and the visit as the production of tourism. Human resources, which is the relationship between the employees of Rumah Warna with the unique communication culture and identical. Rumah Warna's service system also be increased, and continue to develop the company's facilities that importance to increase the work effectiveness of every employees. The directive and participate leadership's style that owned by the owner of Rumah Warna affect the quality of service with every employees. The supportive style of leadership shown by Operational Manager Rumah Warna is very influential in improving service quality possessed of every employees in company's operational activities.

Keyword : Corporate Communication, Service Triangle Model, The Company's Quality of Service.