



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Public Relations  
Agneshtesya J. Hutasoit  
44217110030

“Hambatan Komunikasi Antar Budaya Pimpinan Taiwan Dengan Karyawan di Pt. Victory Ching Luh Indonesia (Dept. South Stockfitting)”

### **ABSTRAK**

PT. Ching Luh Indonesia merupakan Perusahaan milik asing yang memiliki beberapa cabang di beberapa negara seperti Tiongkok, Vietnam dan Indonesia. PT. Ching Luh Indonesia merupakan Perusahaan manufaktur Sepatu olahraga merk terkenal seperti Adidas, Mizuno, FootJoy, Reebok, dan Nike dengan total karyawan di Indonesia mencapai 22 ribu karyawan. Sebagian pimpinan merupakan Pimpinan Taiwan.

Tujuan dari penelitian ini adalah untuk mendeskripsikan hambatan komunikasi antar budaya pimpinan Taiwan dengan karyawan PT. Victory Ching Luh Indonesia. Dimana pimpinan dan karyawan memiliki kebudayaan yang berbeda, yang dapat menimbulkan hambatan ketika terjadinya komunikasi.

Dalam penelitian ini, penulis menggunakan penelitian Deskriptif Kualitatif, yaitu penelitian dengan cara melakukan wawancara mendalam kepada informan untuk memperoleh fakta akurat di lapangan. Hasil wawancara dapat mendeskripsikan hambatan Komunikasi antar budaya pimpinan Taiwan dengan Karyawan di PT. Ching Luh Indonesia. Hasil penelitian menemukan hambatan komunikasi antar budaya pimpinan Taiwan dengan karyawan di PT. Victory Ching Luh antara lain hambatan karena perbedaan budaya terkait dengan agama dan disiplin, perbedaan Bahasa, dan juga perbedaan persepsi.

Kata Kunci: *Hambatan, Komunikasi, Antarbudaya*



*Mercu Buana University*

*Faculty of Communication Science*

*Major Of Public Relations*

*Agneshtesy J. Hutasoit*

*44217110030*

*“Barriers to Intercultural Communication of Taiwan Leaders with Employees at PT. Victory Ching Luh Indonesia (South Stockfitting Dept)*

### **ABSTRACT**

*PT. Victory Ching Luh Indonesia is a foreign-owned company that has several branches in several countries such as China, Vietnam, and Indonesia. PT. Victory Ching Luh Indonesia is a company manufacturing sports shoes for well-known brands such as Adidas, Mizuno, FootJoy, Reebok, and Nike with a total of 22 thousand employees in Indonesia. And some of the leaders are Taiwanese leaders.*

*This research aims to describe the barriers to intercultural communication between Taiwanese leaders and employees at PT. Victory Ching Luh Indonesia. Where leaders and employees have different cultures, which can create obstacles when communicating.*

*In this research, the author used qualitative descriptive research, namely research by conducting in-depth interviews with informants to obtain accurate facts in the field. The results of the interview can describe the barriers to intercultural communication between Taiwanese leaders and employees at PT. Victory Ching Luh Indonesia. The results of the research found barriers to intercultural communication between Taiwanese leaders and employees at PT. Victory Ching Luh Indonesia included obstacles due to cultural differences related to religion and discipline, language differences, and also differences in perception.*

*Keywords: Barriers, Communication, Intercultural*