

THE INFLUENCE OF SKILLS, PERSONALITY, AND COMMUNICATION STYLE OF THE MASTER OF CEREMONY ON AUDIENCE SATISFACTION IN FORMAL EVENTS AT PT. BANK PEMBANGUNAN DAERAH KALIMANTAN SELATAN (PERSERODA), HEAD OFFICE BANJARMASIN

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Abstract

The objectives of this study are as follows: 1) To determine whether the skills of the Master of Ceremony partially influence audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda), Banjarmasin Head Office. 2) To determine whether the personality of the Master of Ceremony partially influences audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda), Banjarmasin Head Office. 3) To determine whether the use of the Master of Ceremony communication style partially significantly influences audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda), Banjarmasin Head Office. 4) To determine the skills, personality and use of the Master of Ceremony's communication style simultaneously have a significant influence on audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Banjarmasin Head Office. This research is quantitative. The population in this study were customers who attended an event at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Banjarmasin Head Office in March 2025, totaling 100 priority customers. The sample in this study consisted of 54 priority customers. The sampling technique in this study used purposive sampling. Based on the research results, the following conclusions can be drawn: 1) The skills of the Master of Ceremony have a partial effect on audience satisfaction at formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Banjarmasin Head Office. 2) The personality of the Master of Ceremony has a partial effect on audience satisfaction at formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Banjarmasin Head Office. 3) The use of the Master of Ceremony's communication style has a partial effect on audience satisfaction at formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Banjarmasin Head Office. 4) The skills, personality, and use of the Master of Ceremony's communication style have a simultaneous effect on audience satisfaction at formal events at PT. South Kalimantan Regional Development Bank (Perseroda), Banjarmasin Head Office. Leaders should integrate technical training, soft skills development, and communication workshops into employee development programs

Keywords: *Audience Satisfaction, Communication Style, Master of Ceremony, Personality, Skills.*

INTRODUCTION

Communication is the most fundamental aspect of human life. As social beings, humans cannot live in isolation and always require others to exchange ideas, express thoughts, and articulate desires. Communication transcends boundaries, involves everyone, and plays a key role in shaping social interactions and personal character. Messages conveyed in communication can influence both the communicator and the audience. Information delivered by a communicator may alter attitudes, behaviors, opinions, and even thought patterns. Therefore, a communicator is required to have the ability to influence others and deliver messages effectively and engagingly (Bungin, 2007). In today's era, communication skills in public are increasingly essential as individuals face demands to master public speaking (Astuti & Raharja, 2023). This ability is an important asset to support careers and success in economic, social, cultural, and educational fields. However, such skills are not always naturally possessed and often need to be cultivated through learning and continuous practice. Public speaking is a discipline that focuses on how to effectively address large audiences. For a Master of Ceremony (MC), this skill is critical since the MC is expected to deliver

messages, entertain, and persuade the audience. Strong public speaking skills greatly determine whether the objectives of an event are achieved (Sirait, 2016). Nevertheless, many MCs encounter obstacles when performing in public, such as nervousness, tension, stammering, loss of focus, or awkwardness. These issues are often caused by lack of practice and limited experience. Yet, the role of an MC is vital because the success of an event, from opening to closing, largely depends on their performance. The MC profession demands skills in improvisation, language mastery, and a distinctive communication style. An MC not only manages the flow of the event but also creates an engaging atmosphere that keeps the audience involved (Moore, 2013a). Thus, the proper selection of an MC becomes a crucial benchmark for the success of both formal and informal events.

This study observes several MC skills that influence audience satisfaction, such as the ability to speak clearly, confidently, with engaging intonation, improvisation, time management, language mastery, and active listening. Deficiencies in these areas may reduce audience engagement and disrupt the smoothness of an event. Beyond skills, the personality of the MC also affects audience satisfaction, including credibility, attractiveness, respectfulness, adaptability, and creativity. Another equally important factor is communication style. A mismatch in formality, tone, or delivery with the diverse characteristics of the audience may hinder effective message reception. Therefore, the researcher is interested in examining “The Influence of Skills, Personality, and Communication Style of the Master of Ceremony on Audience Satisfaction in Formal Events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda), Head Office Banjarmasin.”

LITERATURE REVIEW

Communication

Communication is a fundamental human activity. We communicate almost every day, either directly or indirectly. Through communication, humans can connect with one another in everyday life, at home, at work, in the marketplace, in society, or wherever we are. There is no human being who does not engage in communication (Fridayani, 2021). Communication involves two people, communication occurs when there is a common meaning. According to the definition, basically a person communicates to achieve a common meaning between the people involved in the communication that occurs, where the understanding in the minds of the communicator (message sender) and the communicant (message recipient) regarding the message delivered must be the same so that what the communicator means can also be understood well by the communicant so that communication runs well and effectively (Anggar Putri & Suranto, 2018).

Skills

Skills are measurable assessments of a person's proficiency, both physical and psychological, enabling individuals to use reasoning, concepts, ideas, and innovations in carrying out, modifying, or perfecting something (Nasihudin & Hariyadin, 2021). The ability to create or actualize something, whether tangible or intangible, can serve as an asset in achieving goals. Rowley defines communication ability as the capacity to send messages that support goal achievement while maintaining social acceptance (Rowley, 2001). Purwanto adds that communication ability is the skill of delivering messages to others in order to inform and change attitudes, opinions, or behaviors, whether directly or indirectly (Asbari et al., 2021). Furthermore, Kridalaksana defines communication ability as the communicator's skill in using language that is generally acceptable, while others emphasizes the importance of individuals being able to structure words and speak clearly so that they can be understood by the audience (Kridalaksana, 1986).

Communication skills, essentially, are language and communication abilities needed by individuals to convey messages or information to others, thus creating an evolving communication process with reciprocal information exchange. Communication skills as the competence to deliver messages, ideas, or thoughts so that others understand them well, either orally or indirectly (Sulastri & Prasetyo, 2022). Communication skills are one of the essential language abilities required for individuals, especially in activities that demand speaking proficiency such as asking questions, discussing, giving speeches, or lecturing. Based on these definitions, it can be concluded that communication skills are language-based competencies that allow individuals to convey messages effectively, thereby fostering the development of communication processes and enabling audiences to provide appropriate feedback (Wahyuni, 2023).

Personality

Personality is something that reflects the unique characteristics of an individual, distinguishing one person from another (Suherlan, 2017). By understanding a person's personality, it is possible to predict the behavior they

are likely to display when facing certain situations. Personality is a stable pattern of characteristics that produces consistency and individuality in a person. It encompasses behaviors that make each individual unique and distinguish them from others, while also encouraging individuals to behave consistently across different situations over a longer period of time. Personality as distinct human psychological traits that result in relatively consistent and enduring responses to environmental stimuli (Kotler, 2005). Personality is often described through behavioral characteristics such as self-confidence, dominance, sociability, autonomy, self-defense, adaptability, and aggressiveness. Closely related to personality is the concept of self. Self-concept refers to an individual's perception and attitude toward themselves, including physical dimensions, personal characteristics, and self-motivation. Self-concept represents the core of personality, which plays an important role in shaping and directing personality development as well as positive individual behavior.

Communication Style

Communication style refers to how individuals deliver messages, interact, and express themselves through verbal and non-verbal language. Each person has a unique communication style influenced by personality, cultural background, experiences, and social environment. Style encompasses the way symbols are presented, ranging from words, actions, clothing, to furniture used (Goulao & Morisson, 2024). The delivery of these symbols may take the form of nonverbal communication, speech, writing, or mediated messages. Furthermore, communication style is the way communicators interact directly or indirectly to convey the actual meaning. According to Raines, communication style is shaped by the arrangement of verbal messages and tone of voice, while the role of tone in determining communication style (Syanne, 2016). Communication style greatly influences individuals in both career and social life. Those who are skilled in managing their communication style tend to be more easily accepted and progress more quickly, since the style of delivery is often perceived more strongly than the actual content of the message.

Audience Satisfaction

Satisfaction as the extent to which a level of service is perceived to meet the audience's expectations (Kotler, 2006). Audience satisfaction is interpreted as a condition in which the expectations of the audience toward a product are aligned with the reality received by them. In general, the definition of audience satisfaction or dissatisfaction is the result of differences between the expectations of the public and the performance delivered. Audience satisfaction is a post-service evaluation of a service that they have experienced, compared to their prior expectations. Audience satisfaction greatly depends on the perceptions and expectations of the audience itself. The factors influencing audience perceptions and expectations when receiving a service include the needs and desires felt by the audience at the time of the service transaction. In a competitive environment, one of the indicators of consumer satisfaction is whether the public will return in the future.

Master of Ceremony

A Master of Ceremony (MC) is a person responsible for leading and coordinating the flow of an event so that it runs smoothly and according to plan. An MC is tasked with providing direction, building the atmosphere, and maintaining good interaction with the audience. MC is an individual who possesses good communication skills, is able to manage the dynamics of an event, and can adapt to the type and theme of the event being hosted. The role of an MC is not only limited to delivering remarks, but also to creating an enjoyable experience for the event participants (Moore, 2013b).

METHOD

This study was conducted at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Head Office Banjarmasin from March to July 2025. The research variables consist of three independent variables: skills (X1) with indicators of verbal, vocal, and body skills; personality (X2) with indicators of emotional, task orientation, character, and habits (Florence, 2020:56); and communication style (X3) with indicators of message delivery, tone and intonation, eye contact, facial expressions and body movements, and language structure. The dependent variable is audience satisfaction (Y) with indicators of expectation conformity, repurchase intention, and willingness to recommend (Tjiptono, 2008). Operational definitions are applied to clarify the research variables and indicators to avoid misinterpretation by other researchers (Sugiyono, 2014). The data sources consist of primary data, obtained through observation, interviews, questionnaires, and documentation, and secondary data, consisting of company documents (Ibrahim, 2022:70). The questionnaire was designed using a five-point Likert scale (Sumartini et al.,

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2020). The research population comprises 100 priority customers who attended the formal event in March 2025, with a sample of 54 respondents selected using purposive sampling. Inclusion criteria included full attendance, observing the MC, and willingness to participate, while exclusion criteria included incomplete attendance and refusal to fill out the questionnaire. This technique was chosen as the respondents were considered relevant for evaluating the skills, personality, and communication style of the MC. Data analysis included a validity test using r-table, a reliability test using Cronbach Alpha, and multiple linear regression analysis with SPSS 25.0. Classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing involved a t-test for partial effects and an F-test for simultaneous effects. The coefficient of determination (R^2) was used to determine the contribution of independent variables to the dependent variable.

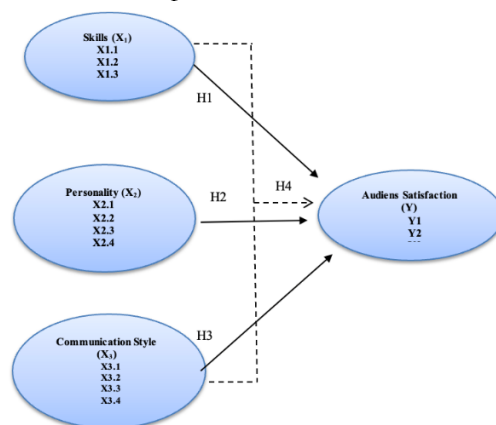


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Overview of the Research Site

PT. Bank Pembangunan Daerah Kalimantan Selatan (Bank Kalsel) was established on March 25, 1964, under Regional Regulation No. 4 of 1964 and obtained its business license from Bank Indonesia on March 31, 1965, with an initial capital of IDR 100 million. Following regulatory changes, its legal foundation is now based on South Kalimantan Provincial Regulation No. 11 of 2008, with authorized capital of IDR 500 billion. The primary objective of Bank Kalsel is to support regional economic growth and serve as a source of regional revenue (PAD) through both conventional and Sharia banking activities. Its key functions include driving regional development, acting as the custodian of government funds, serving as a source of PAD, and fostering credit institutions and regional banks (BPR) owned by provincial and district/municipal governments.

Bank Kalsel's vision is to become a strong, competitive bank that contributes to national economic development. Its mission includes supporting government economic development initiatives, providing integrated digital banking services, establishing strategic partnerships, and delivering positive contributions to all stakeholders, including shareholders, customers, employees, and society. Bank Kalsel's ownership is shared between the South Kalimantan Provincial Government and district/municipal governments. Its products include savings (regular, Sharia-based, deposits, current accounts), loans (people's business credit/KUR, unsecured loans, housing loans, Sharia financing, and ready cash), as well as banking services such as mobile banking (Aksel), online banking, ATM/CRM, foreign exchange services, branchless banking (Laku Pandai), village financial system (SISKEUDES), regional government credit cards (KKPD), and the South Kalimantan Cash Management System (CMSP).

Research Result

Table 1. Descriptive Statistics

	Mean	Std. Deviation	N
Audience Satisfaction (Y)	42.91	4.606	54
Skills (X1)	25.06	3.361	54
Personality (X2)	41.50	5.843	54
Communication Style (X3)	41.78	5.719	54

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The descriptive analysis shows that all variables have a mean value higher than the standard deviation, indicating low data deviation and evenly distributed responses. For the skill variable (X1), with 54 respondents, the mean is 25.06 and the standard deviation is 3.361. The personality variable (X2) has a mean of 41.50 and a standard deviation of 5.843. The communication style usage variable (X3) records a mean of 41.78 and a standard deviation of 5.719. Meanwhile, the audience satisfaction variable (Y) has a mean of 42.91 and a standard deviation of 4.606.

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		54
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.97394683
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.077
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

Based on Table 2, the significance value is 0.200, which means the value is > 0.05 . It can be stated that the data in this study are normally distributed because the significance value is greater than ($>$) 0.05.

Tabel 3. Results of Multiple Linear Regression Test

Independent Variable	Coeffisient Regretion	t	Sig	Mote
Skills (X1)	0.540	7.469	0.000	Significant
Personality (X2)	0.180	4.956	0.000	Significant
Communication Style (X3)	0.354	7.757	0.000	Significant
Const : 7.136				
F. : 356.134 (Sig 0.000)				
F table : 2.386				
t table : 1.673				
R : 0.977				
R Square : 0.955				

Tabel 4. Result of t test

Coefficients^a

		Unstandardized Coefficients		Standardize d Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Toleranc e	VIF
1	(Constant)	7.136	1.110		6.430	.000		
	Skills (X1)	.540	.072	.394	7.469	.000	.321	3.111
	Personality (X2)	.180	.036	.228	4.956	.000	.423	2.362
	Communication Style (X3)	.354	.046	.440	7.757	.000	.278	3.592

a. Dependent Variable: Audience Satisfaction (Y)

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Based on Table 5.17, the results show that all independent variables have a significant partial effect on audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Head Office Banjarmasin. The skill variable (X1) has a t-value of 7.469 > 1.673 with a significance of 0.000 < 0.05, indicating H1 is accepted. The personality variable (X2) has a t-value of 4.956 > 1.673 with a significance of 0.000 < 0.05, indicating H2 is accepted. The communication style variable (X3) has a t-value of 7.757 > 1.673 with a significance of 0.000 < 0.05, indicating H3 is accepted.

Table 5. Result of f test
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1074.263	3	358.088	356.134	.000 ^b
	Residual	50.274	50	1.005		
	Total	1124.537	53			

Based on SPSS data processing, the calculated F-value of 356.134 is greater than the F-table value of 2.386, with a significance value of 0.000 < 0.05. Thus, H4 is accepted, meaning that skills, personality, and communication style of the Master of Ceremony simultaneously affect audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda) Head Office Banjarmasin.

Table 6. Coefisient Determination test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.977 ^a	.955	.953	1.003	1.843

The coefficient of determination test based on the model summary shows that the R-value is 0.977 (97.7%), indicating a very strong correlation between skills (X1), personality (X2), and communication style (X3) with audience satisfaction (Y). The R Square value is 0.955, meaning the independent variables explain 95.5% of the variation in audience satisfaction, while the remaining 4.5% is influenced by other factors not included in this study. The Adjusted R Square is 0.953, showing that 95.3% of the dependent variable's variation is explained by the independent variables. This study demonstrates that the skills of a Master of Ceremony (MC) significantly affect audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda). Strong communication skills, mastery of material, and effective delivery techniques enhance audience understanding and create a satisfying experience. The higher the MC's skills, the greater the audience's satisfaction. In addition to skills, the MC's personality also has a significant impact on audience satisfaction. Traits such as friendliness, confidence, politeness, and authority help establish a comfortable atmosphere and build emotional closeness with the audience. A good personality makes the audience feel valued and contributes to their overall satisfaction during the event. Another crucial factor is the MC's communication style. Word choice, intonation, body language, and the ability to adapt to the audience's characteristics determine how well messages are received. An appropriate communication style not only facilitates understanding but also increases audience engagement, resulting in higher levels of satisfaction. Together, skills, personality, and communication style simultaneously influence audience satisfaction. The synergy among these factors is essential to ensure that formal events run effectively and leave a lasting impression. Therefore, the company should continue to develop MC competencies through communication training, personality development, and adaptive communication coaching to maintain a positive corporate image in the public eye.

CONCLUSION

The findings indicate that the skills of a Master of Ceremony (MC) have a significant partial effect on audience satisfaction in formal events at PT. Bank Pembangunan Daerah Kalimantan Selatan (Perseroda). This is evidenced by the t-test result of 7.469, which is greater than the t-table value of 1.673, with a significance level of 0.000 < 0.05. Thus, communication skills, mastery of material, and effective delivery techniques are proven to enhance audience satisfaction. In addition, both personality and communication style also have a significant partial effect on audience satisfaction. A positive personality—such as being friendly, confident, and authoritative—along

with an appropriate communication style that includes proper intonation, body language, and word choice, help create comfort, engagement, and appreciation from the audience. The t-test values were 4.956 for personality and 7.757 for communication style, both exceeding the t-table with a significance level of $0.000 < 0.05$. Simultaneously, skills, personality, and communication style significantly influence audience satisfaction. This is supported by the F-test result of 356.134, which is greater than the F-table value of 2.386, with a significance level of $0.000 < 0.05$. Therefore, the combination of these three factors is a key determinant in creating formal events that are satisfying, effective, and capable of enhancing the company's positive image in the public eye.

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