# *ABSTRACT*

***This research entitle “Vertikal Communications Funcion In Order To Risen Motivation Employees In PSDA Provincial Goverment Jabar, Vertical communication is a communication from top to bottom or vice versa within an organization or agency.***

***The purpose of this research is to motivate the employment of employees in Dinas PSDA Pemprov Jabar in terms of top-down communication and communication from the bottom up in improving work motivation in the Provincial Government of West Java Provincial Government.***

***Used research method is descriptive method, where this method is target to provide a precise description of the circumstances or the development of an object of ongoing research. And represent approach study form descriptive analysis, because researcher don’t look or explain relation, don’t test hypothesis and or make certain prediction. The sampling technique used is saturated sample or census technique in which all members of the population used as a sample. Colleting data obtained from literature studies, praticipant observation, interviesws and distributing questionnaires to the respondent.***

***Based on the results of the research can be collected that Vertical Communication from top to bottom as well as from the bottom up is very influential in improving employee motivation in PSDA service. Vertical communication that runs well and harmoniously between superiors and subordinates can from a positive culture and can improve the skills, mental attitude, and profesionalism of empoloyees, so that what the company’s goals can be realized.***

***The things that researchers want to recommend as input materials to obtain the desired results sebaikanya leaders must be more assertive and clear in implementing vertical communication so that what is delivered does not cause differences in perception. Then the employee should be more professional in working without having to be prosecuted.***