*ABSTRACT*

*This research entitled “The Function of Vertical Communication in Enhancing Employee Achievements at PRFM Radio 107,5 NEWS CHANNEL Bandung”. The purpose of this research is to determine how the communication function vertical in term of down ward communication form of instruction, briefing, conducting a reprimand, give awards and receive from up ward communication in the form of a work report, suggestions, opinions, proposals of the budget in order to improve employee achievements.*

*The research is a based on the theory of human relations who consider that the human component is very important in the organization or company, without humans as members of your organization or company would not exist. Therefore this theory emphasizes the importance of individual and social relations in the life of the organization or company. In the relationship it takes to vertical communication can improve employee achievements so that will can improve the quality of the company.*

*The research method used is descriptive method,where this method is a study that describes a characteristic of the object under study as individuals, the status of human groups, an object, a condition and is a form of a descriptive analysis of the approach of the study because the researchers did not look for or explain the relationship, do not test the hypothesis or the make predictions. The sampling technique used in this study using Census Methods, which are included into the sample approaches the Non Probability Sample. The collection of data obtained from the study of literature, non-participant observation, interviews and questionnaires toemployees. Data analysis was done by processing the data obtained from the survey result through observation,interviews and by using quantitative analysis.*

*Based on the results of the study it can be concluded that the function of The Vertical Communication conducted PRFM Radio have an important role to the leadership (management/the leaders)and employees. Where the vertical communication process is already well underway, but still there are some things that a barrier so that the function of the vertical communication in improving employee achievement distracted and less effective.*

*Suggestions that researchers want to recommend as an input to correct deficiencies that occur in vertical communication activities that leaders should pay more attention to the conditions of employees, especially there are employees who are sick or infortunate. The leaders also must be able to accept and take seriously the advice and opinions delivered employees and more consistent leadership in allocating coststo the budget proposal made employees may be approved to carry out all activities of the company.*

*Keywords : Vertical Communication and Work Achievement*