

ABSTRACT

The objective of this research is to determine the role of leadership effectiveness at PLN Indonesia Power with a case study at the Semarang Generation Business Unit (UBP). This study uses five dimensions, namely conceptual ability, communication ability, intellectual ability, social-emotional ability, and leadership effectiveness. The research employs an exploratory qualitative method with a single case study approach to understand the effectiveness of leadership on company performance. Data collection was conducted using in-depth interviews directly with nine respondents, including respondents from both the leadership and employees of UBP Semarang.

The results of the research indicate that all respondents have positive views and experiences regarding the effectiveness of leadership at PLN Indonesia Power UBP Semarang on the five dimensions studied.

Keywords: leadership effectiveness, conceptual skills, communication skills, intellectual skills, socio emotional skills, corporate strategy, corporate performance