

ABSTRACT

This study aims to examine the concept of servant leadership in the Nahdlatul Ulama (NU) organisation in Semarang City. Using qualitative research methods, this study focuses on an in-depth understanding of the implementation of leadership that prioritises service to the community, both in religious, social and cultural aspects. Data were obtained through in-depth interviews with the Pengurus Cabang Nahdlatul Ulama (PCNU) of Semarang City, the management of the Majelis Wakil Cabang Nahdlatul Ulama (MWCNU) in Semarang City, as well as its staff and members. The results showed that servant leadership carried out by NU Semarang City which is seen from the aspects of listening, empathy, healing, awareness, persuasion, conceptualisation, foresight, ability to serve, commitment to human development, and building communities was able to be implemented well by the Semarang City Pengurus Cabang Nahdlatul Ulama (PCNU) towards the welfare of the people.

The Semarang City Nahdlatul Ulama Branch Board prioritises the interests of the people and the community, by involving them in every decision-making process through deliberation and gotong-royong. It also prioritises community empowerment, emphasising education, individual capacity building, and social problem solving. This research provides insights into how servant leadership can be applied in the context of religious organisations, and its impact on strengthening social solidarity and people's welfare in Semarang City.

Keywords : Leadership, Islamic Leadership, Servant Leadership, Nahdlatul Ulama