

## **ABSTRACT**

*This study aims to analyze the role of strategic leadership of BRI Branch Leaders in the Regional Office of Denpasar in managing the profitability of their respective units. The main focus is on how leadership strategies are able to sustain and enhance profitability amidst the competitive challenges of the banking industry. This study is important because profitability is determined not only by external factors but also by the quality of leadership in directing teams, responding to market dynamics, and building relationships with customers.*

*The study employed a qualitative approach with a case study method. Data were collected through in-depth interviews with ten's BRI branch leaders selected purposively, complemented by the analysis of financial performance documents. Interviews also involved branch team members to obtain a more comprehensive perspective on leadership styles, strategies implemented, and their impact on profitability.*

*The findings reveal that branch leaders with the highest profit growth emphasized an understanding of market trends, quick responses to customer needs, data-driven decision-making, and a collaborative approach that empowers teams. In contrast, branch leaders with the highest profit decline tended to focus on risk management and improving financial literacy within the community - strategies that require longer time horizons to deliver significant results. Overall, effective strategies to sustain and improve profitability include product innovation, service digitalization, and strengthening customer relationships, with success measured through financial and operational indicators as well as customer feedback.*

**Keywords:** *Strategic Leadership, Bank Profitability, BRI Denpasar Region, Qualitative Case Study*

