

## **ABSTRACT**

*The background of this research is based on previous research about the ideal leader desired, due to differences in culture of each country. The concept of leadership always refers to implicit culture and leadership.*

*This study aims to explore the characteristics of desired leaders in Indonesia. The method used is a qualitative method with a case study approach, in which data collection is done by means of interviews and documentation in a certain period. The method was chosen so that research could be carried out in a more focused and in-depth manner to explore the characteristics of leaders desired by prospective managers with a case study on the final level management students of Diponegoro University, Semarang.*

*The results of the study show broadly that the desired characteristics of leaders in Indonesia are leaders who are polite, neat, attractive, have good two-way communication, firm, polite, honest, responsible, treat subordinates as families, and objectively and firmly in taking decision. Based on the characteristics of the leader desired by the prospective manager, the leadership in Indonesia is included in a charismatic, democratic and moralist leadership style. Because the desired leadership in the form of a leader who attracts attention of many people (charismatic), gives broad authority to subordinates (democratic), and has a warm, polite, and able to respect subordinates (moralists).*

**Keywords:** *Leadership, Leadership Function, Implicit Leadership, Leadership Preferences.*