

## ***ABSTRACT***

This research aims to: (1) To examine the role of managers as leaders in influencing the achievement of employment agencies (2) To examine what are the affects of work accomplishment within a company agent (3) to examine rule rewards (reward) or punishment (punishment) is more often used by managers to motivate agents work accomplishments.

In this research is the respondent Agency Managers as well as the 2 units Manager of the Siliwangi that increased and decreased production at PT. Prudential Life Assurance is located in Jendral Sudirman street No. 81a Semarang. Data capture techniques used are Interviews and direct Observation. The study examined qualitative data analysis by using membercheck. In the collection of data, this study analyzed primary data generated from a live interview to 3 respondents.

The study examined qualitative data analysis by using membercheck. In the collection of data, this study analyzed primary data generated from a live interview to 3 respondents.

The result analysis shows that: ( 1 ) leader in agency siliwangi use some style leadership to affect work performance of an agent. So by using several style is expected to spur work performance of an agent. ( 2 ) manager in agency siliwangi have some role, namely as motivator, giver nonesuch, human resource, signpost, sahabat, teacher, parents, and partners. So with these roles the leaders of a manager can increase work performance agen- of his men. (3) the application of the rules Reward by the Manager of the more dominant rule Punishment. So the rules of punishment less flourish (4) the role of Managers as leaders in the Agency is very important in improving the achievement of employment employees. Then the result of membercheck analysis shows that the role of managers as leaders have powers to enforce rules and Reward in order to motivate the agents Punishment to Excel in improvements.

***Keywords :*** *Performance, The Role of Manager, Leader, Leadership Style, Reward, Punishment*