

ABSTRACT

The purpose of this study is to analyze the leadership style of Kukrit Suryo Wicaksono applied in the newspaper company Suara Merdeka.

The population in this research is employees working in the newspaper company Suara Merdeka owned by Kukrit Suryo Wicaksono. The samples taken are three people consist of one as a key informan namely Kukrit Suryo Wicaksono and two supporting informen namely the Board of Directors Suara Merdeka and the Manager of Suara Merdeka. The technique applied in this research is Purposive Sampling that is taking sample based on certain consideration and should represent the population investigated.

Based on this research, it can be concluded that the style of Kukrit Suryo Wicaksono's leadership is very distinctive and very different from western philosophy of leadership, namely Semar "Sang Pamomong" emphasizing that all employees are required to invite each other, remind each other and calling each other mutually.

Key words: Kukrit Suryo Wicaksono, Suara Merdeka, leadership style, Semar "Sang Pamomong"