

ABSTRACT

The research has a purpose to analyze and explore the approach of leadership style that had been used by dr. Daniel Nugroho Setiabudi at Bandeng Juwana Grup, moreover it would investigate the effectiveness of the leadership style according to the Indonesia's local culture.

The research uses qualitative method with the fenomenologi approach and the main subject of the studies was the leadership style applied by dr. Daniel Nugroho Setiabudi at Bandeng Juwana Grup. The source of data would be get by purposive sampling method as the key informan namely dr. Daniel Nugroho Setiabudi and the supporting informan were his workers.

Based of this research, it can be concluded that the leadership style applied by dr. Daniel Nugroho Setiabudi was servant leadership style, however the style had an unique main foundation, that was the principal of loving each others. The leadership style was also distinctive as it had a collaboration with the local Indonesia culture. Moreover, the leadership style of dr. Daniel Nugroho Setiabudi seems to be effectiveness

Keywords : Qualitative, dr. Daniel Nugroho Setiabudi, Leadership Style, Servant Leadership, The Effective Leadership, Bandeng Juwana Grup.