

ABSTRACT

The purpose of this study is to analyze the sosial construction of leadership, leadership style of Joko Widodo and to investigate the effectiveness of ledership style applied by Joko Widodo in his area.

This research uses qualitative method i.e case study approach. The Subject of this study choosen by purposive sampling technique. The subject taken are some people consist of one as a key informan namely Joko Widodo and the supporting informan are Joko Widodo's family, employer at Surakarta Government, and the society of Surakarta city.

Based of this research, it can be concluded that the style of Joko Widodo's leadership is very distinctive and very special, namely Tepa Selira The Javanese Ledership that included Javanese philosophy. Tepa Selira The Javanese Leadership by Joko Widodo is constructed by three steps, Internalization, Objectivation, and Exsternalization. The leadership style of Joko Widodo seems to be effectiveness. Joko Widodo and his society need to maintain this good condition and need to improve his defficiencies.

Keywords : Joko Widodo, Leadership Style, Javanese Leadership, Social Construction, The Effective Leadership