

## **ABSTRACT**

*The purpose of this study is to analyze the leadership style of Budi Santoso applied in the newspaper company Suara Merdeka and to know the effectiveness of the leadership style applied by Budi Santoso in the newspaper company Suara Merdeka.*

*The population in this research is employees working in the newspaper company Suara Merdeka owned by Budi Santoso. The samples taken are three people consist of one as a key informan namely Budi Santoso and two supporting informen namely the assistant of Budi Santoso 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 Budi Santoso's leadership is very distinctive and very different from western philosophy of leadership, namely Tri Dharma emphasizing that all employees are required melu handarbeni (to own), melu hangkrukebi (to guard the safety of the company), and mulat sariro hangrasa wani (introspective and must have the courage to do something). This style of Budi Santoso's leadership has proven effectiveness when Budi Santoso lead Suara Merdeka. Budi Santoso and the third generation successor of Suara Merdeka need to maintain the elements that have been assessed fine by both customers and employees, and need to improve something that is still lacking.*

*Keywords: Budi Santoso, Suara Merdeka, leadership style, Tri Dharma*