

## ABSTRACT

The purpose of this study is to know the role of Javanese culture in relation to leadership. The main issue of the research is the leadership role which is applied by three generations of leadership in Suara Merdeka, which is in those generation there are many similarities and so many differences in ways of leadership, especially influenced by western culture in implementation of management by Suara Merdeka's next generation.

The Respondent in this study are regular employees, senior employees and retired employees who undergo with three generations of leadership in Suara Merdeka. This research showed that application of Javanese culture is still very strong in Suara Merdeka although already displaced by western culture in the implementation of management, but there is an effort to continue preserving Javanese culture as the culture of the ancestors which was brought by the founder of Suara Merdeka.

The role of Javanese cultural in Suara Merdeka leadership looked more appropriate with figure as a parent, who gave examples of exemplary and discipline in work based on Semar's philosophy, to build behavior in businesses management.

Currently, companies that large grown are the companies that developed on the strong cultural foundation. Suara Merdeka growing rapidly because the company applying the modern management principles, but they do not forget about corporate's foundation based on culture. Culture that become the close of all components within the company to grow and to achieve all of company goal.

**Keywords:** *Javanese culture, leadership, and family bussines*