

ABSTRACT

Weddings business is currently growing quite rapidly, seen from the many wedding exhibitions in 2017. In the wedding planning company, leader is someone who has a very important role because all the preparation of the event are only followed by leaders and the leaders should inform the most important details of the entire preparation to the team as the executor during the event. Because of the importance of leadership role in the wedding business, then it is conducted a leadership research on the effectiveness of teamwork. Independent variables are transformational leadership, transactional leadership and charismatic leadership. The dependent variable is the effectiveness of teamwork. The research object in this research is conducted in four (4) service companies of Carlita Wedding Planner, Adhyakti Wedding and Family Events Planner, DnR Wedding, Event Planner & Organizer and Whiterose Entertainment, 94 respondents. Collection method of respondent data by population and data testing is using multiple linier regression analysis method. The result of hypothesis testing that there are effects of transformational leadership on the teamwork effectiveness, there are effects of transactional leadership on teamwork effectiveness, there are effects of charismatic leadership on teamwork effectiveness and the last hypothesis simultaneously there are effects of the three types of leadership on teamwork effectiveness. Leader should set the purpose and objectives at the beginning of planning and corrective action and direction should be done at the implementation of the planning.

Keywords: transformational leadership, transactional leadership, charismatic leadership, teamwork effectiveness.

MERCU BUANA

ABSTRAK

Bisnis dalam acara pernikahan saat ini sedang berkembang cukup pesat, terlihat dari banyak sekali pameran pernikahan pada tahun 2017. Seorang pemimpin dalam perusahaan jasa penata acara pernikahan memiliki peran yang sangat penting karena semua persiapan acara hanya diikuti oleh pemimpin dan pemimpin tersebutlah yang harus menginformasikan detail-detail terpenting dari seluruh persiapan kepada tim sebagai eksekutor pada saat acara berlangsung. Pentingnya peran kepemimpinan dalam bisnis penyelenggaraan pernikahan, maka dilakukan penelitian kepemimpinan terhadap efektivitas kerjasama tim. Variabel independen adalah kepemimpinan transformasional, kepemimpinan transaksional dan kepemimpinan kharismatik. Variabel dependennya adalah efektivitas kerjasama tim. Adapun objek penelitian dalam peneliti ini dilakukan di empat (4) perusahaan jasa penata Carlita Wedding Planner, Adhyakti Wedding and Family Events Planner, DnR Wedding, Event Planner & Organizer dan Whiterose Entertainment, responden berjumlah 94 orang. Metode pengambilan data responden dengan cara populasi dan pengujian data menggunakan metode analisis regresi linier berganda. Hasil pengujian hipotesis bahwa ada pengaruh antara kepemimpinan transformasional terhadap efektivitas kerjasama tim, ada pengaruh kepemimpinan transaksional terhadap efektivitas kerjasama tim, ada pengaruh kepemimpinan kharismatik terhadap efektivitas kerjasama tim dan hipotesis terakhir secara simultan ada pengaruh antara ketiga jenis kepemimpinan terhadap efektivitas kerjasama tim. Pemimpin harus menetapkan tujuan dan sasaran pada awal perencanaan dan tindakan korektif dan pengarahan harus dilakukan pada tahap implementasi perencanaan tersebut.

Kata Kunci : Kepemimpinan Transformasional, Kepemimpinan Transaksional, Kepemimpinan Kharismatik, Efektivitas Kerjasama Tim