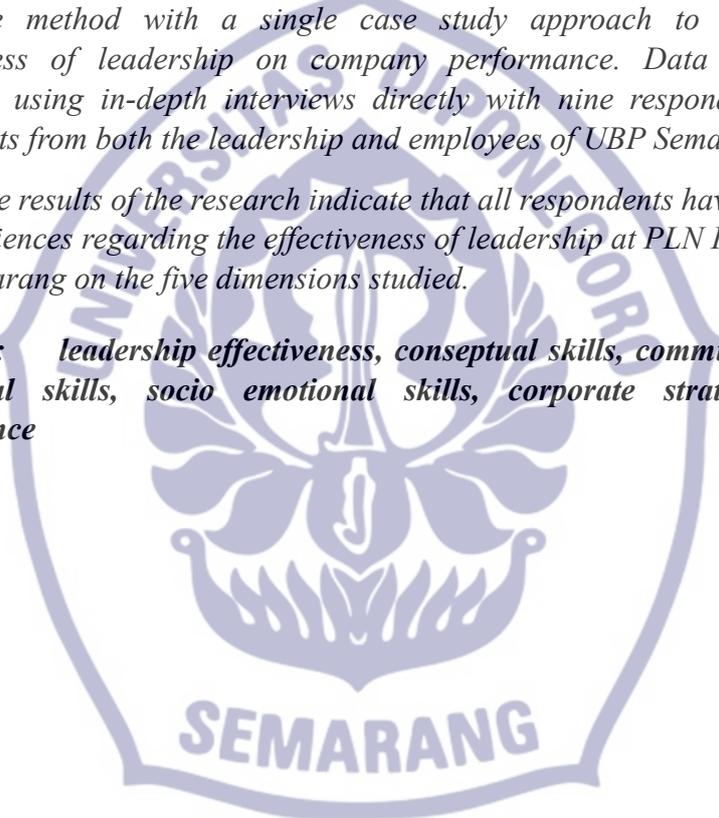


## **ABSTRACT**

*The objective of this research is to determine the role of leadership effectiveness at PLN Indonesia Power with a case study at the Semarang Generation Business Unit (UBP). This study uses five dimensions, namely conceptual ability, communication ability, intellectual ability, social-emotional ability, and leadership effectiveness. The research employs an exploratory qualitative method with a single case study approach to understand the effectiveness of leadership on company performance. Data collection was conducted using in-depth interviews directly with nine respondents, including respondents from both the leadership and employees of UBP Semarang.*

*The results of the research indicate that all respondents have positive views and experiences regarding the effectiveness of leadership at PLN Indonesia Power UBP Semarang on the five dimensions studied.*

**Keywords:** *leadership effectiveness, conceptual skills, communication skills, intellectual skills, socio emotional skills, corporate strategy, corporate performance*



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