

## **ABSTRACT**

*Managerial leadership is an effort to achieve goals by accommodating people through good communication. The conflict in this research emerged in the context of a chicken farming company in Central Java, involving various aspects that require careful understanding and handling. This researcher aims to analyze managerial implementation in developing sustainable business in livestock companies in Central Java, the basic strengths of managerial leadership in developing sustainable business in livestock companies in Central Java, the obstacles faced by leaders of livestock companies in Central Java in developing sustainable business and what solutions taken by company leaders to overcome obstacles in developing a sustainable business. Qualitative research methods. Data collection was carried out by means of interviews. The research results show that analyzing managerial implementation in developing sustainable business in livestock companies in Central Java is very significant. Company management is actively involved in developing and implementing sustainable innovation, creating a supportive environment for creativity, and ensuring top-level commitment to ongoing innovation efforts. The basis of managerial leadership strength lies in strong top-level commitment, active participation in innovation programs, real support, and integration of sustainable innovation in the company's strategic plan. Leaders demonstrate a high awareness of the value of employee well-being and the company's positive contributions to local communities. Corporate leaders face challenges such as lack of resources, internal resistance, and internal policy coordination. However, they succeeded in identifying and overcoming these obstacles through strategic approaches, including improving communication, resource management, and policy adjustments. Solutions taken by company leaders include resource diversification, effective communication, internal policy coordination, balance management of profitability and poverty, partnerships with external parties, application of technology and innovation, recognition and incentives, as well as continuous evaluation and adjustment.*

**Keywords:** *Central Java, Managerial Leadership, Sustainable Business Development, Chicken Farming.*

**FEB UNDIP**