

ABSTRACT

This study aims to analyze the leadership practices implemented at Arthayasa Ageng Rural Bank (BPR Arthayasa Ageng) and to understand the role of leadership in supporting the achievement of organizational goals. Leadership plays a crucial role in directing, motivating, and controlling employees to ensure that they work effectively and efficiently. In the banking sector, which is characterized by intense competition and high service demands, appropriate leadership practices are one of the key factors determining organizational success.

This study employed a qualitative research method with a case study approach. Data were collected through in-depth interviews, observations, and documentation involving the leader, management personnel, and employees of BPR Arthayasa Ageng as research informants. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing to obtain a comprehensive understanding of the leadership practices implemented within the organization.

The findings indicate that the leadership practices at BPR Arthayasa Ageng reflect a relationship-oriented leadership style. In addition, leadership is carried out through several key functions, including determining organizational direction and vision, organizing and coordinating activities, motivating and inspiring employees, communicating and disseminating information, making decisions, developing human resources, controlling and evaluating performance, as well as providing representation and legitimacy. Overall, the leadership practices implemented have been able to support employee work effectiveness and contribute to the achievement of organizational goals.

Keywords: Leadership Practices, Rural Bank (BPR), Leadership

