

ABSTRACT

Popularity is reflected in social phenomena that influence individual growth and development. This study explores leader popularity and leader effectiveness using a qualitative approach with a phenomenological method. Data collection was conducted through in-depth interviews with four participants from various work units who had direct work experience with leaders. Research findings indicate that a leader popularity is shaped by communicative relationship patterns, openness, interpersonal closeness, and the ability to build trust with team members. These conditions encourage more active collaboration and a participatory discussion atmosphere. However, popularity is not always synonymous with effectiveness, as it is not solely determined by the level of social acceptance, but also by the assertiveness of roles, consistency of policies, and orientation towards performance achievement. The personal characteristics of leaders and their professional networks serve as reinforcing factors, provided they are used objectively and do not cause bias. Leader popularity has been proven to facilitate communication and create a comfortable working environment, but leadership effectiveness is still determined by objectivity, consistency, and the leader ability to make fair decisions.

Keywords: *Leader Popularity, Leadership Effectiveness, Phenomenology.*

