

**THE ANALYSIS OF THE EFFECTIVENESS OF
MANAGERIAL LEADERSHIP PROGRAM AT PT. IKAN
DORANG**



BY:

HERMAWAN SASONGKO

3303013019

FACULTY OF BUSINESS

CATHOLIC UNIVERSITY OF WIDYA MANDALA

SURABAYA

2016

THE ANALYSIS OF THE EFFECTIVENESS OF MANAGERIAL
LEADERSHIP PROGRAM TOWARDS PT. IKAN DORANG

THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To fulfill the requirements for the economy bachelor degree
International Business Management Program

By:

HERMAWAN SASONGKO

3303013019

INTERNATIONAL BUSINESS MANAGEMENT

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY

SURABAYA

2016

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Name : Hermawan Sasongko

NRP : 3303013019

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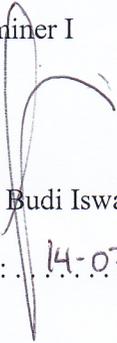
THE ANALYSIS OF THE EFFECTIVENESS OF MANAGERIAL
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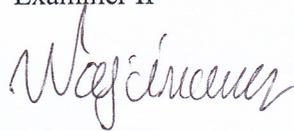
Examiner I



Y.B. Budi Iswanto, MA. Ph.D

Date: 14-07-2016

Examiner II



Mr. Dawid Wojcinowicz

Date: 14.07.2016

RATIFICATION PAGE

Thesis that is written by: Hermawan Sasongko NRP: 330301301

Has been examined on 16 / 6 / 2016 and is accepted to pass by the Panel Team

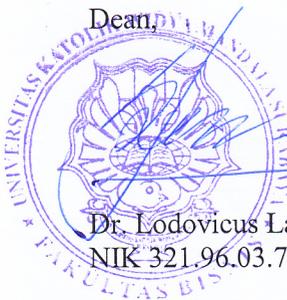
Panel Leader:



Dr. Tuty Lindawati, SE, MM

Confirmed by:

Dean,



Dr. Lodovicus Lasdi, MM
NIK 321.96.03.70

Head of Program,



Elisabeth Suprihayanti, SE, M.Si
NIK 311.99.03.69

FOREWORDS

Firstly, thanks to Jesus Christ who has given His blessing to the writer who finishes this thesis entitled “The Analysis of the Effectiveness of Managerial Leadership Program at PT. Ikan Dorang”. The purpose of this thesis is to fulfill on of the requirements in accomplishing the Bachelor Degree from the Department of Business Faculty in Widya Mandala Catholic University Surabaya.

There are many individuals who have geneoursly support the writer to improve and finish this research report. In this occasion the writer wants to say thanks and gratitude to:

1. Dr. Lodovicus Lasdi, SE, MM. as the Dean of Business Faculty of Widya Mandala Catholic University Surabaya and Elisabeth Suprihayanti, SE,. M.SI as the Head of Management Program of Business Faculty of Widya Mandala Catholic University of Surabaya.
2. Y.B. Budi Iswanto, MA, Ph.D who is my first advisors who guide and help me finishing this thesis, with full support for his time and advices so the writer can finish this thesis
3. Mr. Dawid Wojcinowicz of International Business Management in Widya Mandala Catholic University Surabaya for his full support and dedication in time and lesson for the writer

4. PT. Ikan Dorang Company along the observation program for its support to allow the writer have had an experience observing.
5. The writer family which comprise of two parents and a loving older brother and sister who have fully supported the writer in finishing this report
6. Classmates of the 1st batch of International Business Mangement 2012 in Widya Mandala Catholic University of Surabaya.
7. Febrina Horison, Patrick Sutanto, Gabriella Sunur, Jessica Novia Effendy, Andre Juanson, Antonius Ramli and Johanes Gunawan, for their full support.

The Writer is aware that this paper is far from perfect and is completely open to critics and suggestion. Hopefully this research repot will be useful for the readers.

Surabaya, June 3rd, 2016

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ABSTRACT

Many organizations today have recognized the importance of education and training that further the skills, perspective and competencies of their leaders. Business today faces challenges such as getting the top and the bottom of the hierarchy to work together, where leaders effectively manage people and processes up and down the organization. This study will be based and revolves around PT. Ikan Dorang Sales and Marketing Department, that has already undergo a leadership training program led by PT. Human Capital Development Indonesia in March 2016. The participants who will be the direct test subject for this research comprise of 7 people in total. Since leadership is a very wide and open subject to be measured, this analysis will divide this matter into 'Financial Outcomes', 'Knowledge Outcomes' and 'Expertise Outcomes' to further enhance the accurateness of research looking into the effectiveness of leadership intervention program. All in all, this analysis indicates that a wide variety of formal training programs are occurring in organizations and its effectiveness. But, it also shows that there is a wide variance in the effectiveness of those programs.

Keywords: Leadership, Managerial Leadership Program, Effectiveness