

Abstract

In the business world, leadership is an essential tool for business. The role of a leader is very influential in an organization. Atalaya has a leader who has led Atalaya in developing its business for years. This study aims to determine whether the Atalaya leader is an effective transformational leader or not. The research method used in this research is a qualitative - survey with interviewing employers and employees. Interviews were conducted on five employees and one leader. The results of this study indicate that the leadership style of the Atalaya SMEs leadership is based on indicators of transformational leadership style consisting of idealized influence, inspirational motivation, intellectual stimulation, and Individualized consideration; Atalaya's leadership can be said to have implemented a transformational leadership style. However, when viewed from the level of effectiveness, it cannot be said to be effective because the Atalaya SMEs leaders can carry out not all indicators of transformational leadership style. The hands that have been implemented quite effectively are idealized influence, inspirational motivation. In contrast, the indicators for intellectual stimulation and individualized consideration have been implemented but have not been implemented effectively