



## ABSTRACT

This thesis investigates the impact of young leaders on the organizational performance of PT Japfa Comfeed Indonesia Tbk. As this corporation is a family-owned business, the recently appointed President Director is a young leader from the Millennial generation (36 years old). This study examines the differences between age X and Generation Y, and explores how the Millennial age might enhance organizational performance through their leadership styles. By evaluating the efficacy of the young leader's ability to react to changes in this rapidly changing environment and considering the company's issues throughout the year, it is possible that this might affect both the company's internal and external environment. This study examines the impact of leadership efficacy on the performance of PT Japfa Comfeed Indonesia Tbk.

The research uses semi-structured interviews and narrative analysis to collect primary data from company employees, while also gathering secondary data from external sources. By examining leadership styles, activities, and their impact on success, the study aims to identify challenges and insights from the 5 interview participants from upper level to top level management with an average of 30 minutes per participant.

The findings indicate that the young leader showed an advantageous transformation in the organizational performance. It demonstrates the young leader's leadership styles, as evidenced by both primary and secondary data, resulting in effective leadership for the organization. The findings exhibit a promising blend of democratic and transformational leadership styles, which align with principles of GCG, While his approach fosters a culture of innovation and inclusivity.

Several problems, particularly arising from the external environment, have been recognised, with uncertainty being a major factor. Nevertheless, the young leader initiates actions that have the potential to enhance the overall performance of the organization and



address the difficulties through thoughtful decisions made by the BOD and BOC. The financial performance has increased by 9.1% compared to previous year. Several programmes have been implemented in the company to facilitate ongoing progress in the future, such as HR Development Programs, GCG Principles, advancement in digitization within the company such for the HR and Finance System and also to raise the awareness of the downstream business of the company. For example, by partnering up with an online marketplace. Overall, the leader's dynamic leadership style and strategic foresight have played a pivotal role in the company's achievements and poised it for sustained growth and success, albeit with the need for adjustments to ensure enduring viability.