

ABSTRAK

ANALISIS PRAKTIK KEPEMIMPINAN DI UNIT BISNIS PENDIDIKAN YAYASAN PONDOK PESANTREN MODERN ALFALAH: PENERAPAN *BLUE OCEAN LEADERSHIP*

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Kepemimpinan merupakan salah satu indikator keberhasilan dalam sebuah organisasi. Dengan menerapkan aktifitas kepemimpinan yang efektif akan membuka potensi dan talenta para karyawan sehingga tujuan organisasi dapat tercapai.

Penelitian ini membahas tentang pola praktik kepemimpinan yang sedang berlangsung di Unit Bisnis Pendidikan Yayasan Pondok Pesantren Modern Alfalah (UBP YPPMA). Tujuan dari penelitian ini adalah untuk (1) mengidentifikasi praktik kepemimpinan melalui aktivitas utama kepemimpinan pada UBP YPPMA, dan (2) merumuskan pola praktik kepemimpinan yang diharapkan pada UBP YPPMA berdasarkan *key leadership activities* dengan pendekatan *blue ocean leadership*. Analisis dilakukan secara deskriptif dengan mengurai penjelasan dari responden dan menerjemahkan hasil kuesioner ke dalam kanvas *blue ocean leadership*.

Hasil dari penelitian ini menjelaskan bahwa aktifitas kepemimpinan yang sedang dilakukan saat ini belum efektif dan proporsional. Sehingga para pemimpin disarankan untuk meninggalkan aktifitas yang lama dan menerapkan aktifitas baru sesuai dengan usulan yang diterapkan menggunakan pendekatan *blue ocean leadership*. Diharapkan aktifitas baru ini akan memberikan efek dalam peningkatan kinerja dan dapat lebih menggali potensi para karyawan

Kata Kunci: Kepemimpinan, Praktik Kepemimpinan, *Key Leadership Activities*, *Blue Ocean Leadership*.

ABSTRACT

ANALYSIS OF LEADERSHIP PRACTICES IN THE EDUCATIONAL BUSINESS UNIT OF THE FOUNDATION OF MODERN ISLAMIC BOARDING SCHOOL ALFALAH: THE APPLICATION OF BLUE OCEAN LEADERSHIP

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Leadership is one of the successful indicator in an organization. By implementing an effective leadership, the leaders could explore any talent and potential energy for every employee that have 'nt been discovered yet, so it can drive to achieve the goal of Department.

This research discusses about leadership practices that is currently being implemented at an Educational Business Unit the Foundation of Modern Islamic Boarding School Alfalah (UBP YPPMA). The aims of the research are (1) to identify leadership practices through the key leadership activities at UBP YPPMA, and to formulate patterns of expected leadership practices at UBP YPPMA based on key leadership activities with the blue ocean leadership approach. The descriptive analysis is conducted by interpreting and translating result obtained from depth-interview and transforming the result achieved from questionnaire into blue ocean leadership canvas.

The results of this study that explaining the leadership activities currently being carried out are not yet effective and proportionate. So that leaders are advised to leave the old activities and implement new activities in accordance with the proposed application using the Blue Ocean Leadership approach. It is hoped that this new activity will have an effect on improving performance and can better explore the potential of employees.

Keywords: *Leadership Activity, Blue Ocean Leadership, Key Leadership Act*