

ABSTRACT

**Saiur Hasan, 2014 Thesis. Under the Title: “Styles of Leadership in Giving Motivation
Employer Performance (Study in Intrans Publishing in Malang) “**

Advisor : Prof, Dr.H.Muhammad Djakfar, SH.,M.Ag

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An organization will work well done when accompanied by the utilization of human resources activities, particularly employees can work optimally as the can and how a leader leads the company's employees. Giving a motivation in this case is one of the techniques used or the way the leadership that employees can complete the work in accordance with the provisions established. In-Trans Publishing is a company engaged in publishing of books, and national scale. In organize of the company of In-Trans Publishing, leaders have an average employee who does not yet have a qualified work experience, so that the leaders would have a way to approach the employee, so that the organization In-Trans Publishing has always runing well and the employees always have motivation is high enough to improve organizational performance. Researcher is interested to know the leadership style adopted by the In-Trans Publishing in motivating its employees and the condition of the employee motivation In-Trans Publishing Malang City.

In this study, researchers used a qualitative research method. For example by collecting the data through interviews with managers or directors and employees of In-Trans Publishing Malang and its other field notes, field notes and observations on the condition of the In-Trans Publishing Malang, the researchers analyzed the data using the interactive model of data analysis examined the data, data reduction, data presentation, interpretation of descriptive data and review the data.

The results of the analysis of this study, the ability of the Director in carrying out shows that leadership to boost morale can be said to be good because the director has demonstrated its ability to mobilize employees and motivate employees .. With the ability of the director in carrying out the leadership, morale causes the condition, which work motivation and job performance pretty good, so the high morale can facilitate the organization in achieving its goals despite employee has no experience in working in the company.