

**TRANSFORMATIONAL LEADERSHIP OF COMMUNITY
LEADERS IN CREATING JELITA (JEPANG BALI KITA)
VILLAGE TOURISM IN BANJAR SUGIHAN
VILLAGE SURABAYA CITY**

Undergraduate Thesis

**Submitted in Partial Fulfillment of the Requirements for the Bachelor's
Degree of Public Administration at the Faculty of Social, Cultural, and
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ABSTRACT

This undergraduate thesis aims to analyze the role of transformational leadership exercised by community leadership in the development Jelita (Jepang Bali Kita) Village Tourism in Banjar Sugihan Village, Surabaya. This research employs a qualitative approach using a case study method. It examines the application of four key dimensions of transformational leadership as proposed by Bass & Riggio (2008), namely idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. The findings reveal that idealized influence is reflected in the leader's ability to serve as an inspirational role model who fosters trust through effective communication and direct involvement in village development activities, making him a figure worth emulating. Inspirational motivation is demonstrated through the initiative of creating a Japanese-themed vertical garden, which inspired the community and contributed to the village winning third place in the "*Kampung Surabaya Hebat*" competition. Intellectual stimulation is evident in the encouragement of creativity and innovation through open forums for dialogue, although further collaboration and promotion are still needed. Individualized consideration is shown through the strategic placement of committee members based on their expertise the right person in the right place and the implementation of training programs to enhance technical and leadership capacity. The study concludes that transformational leadership by community figures is a key factor in the successful, sustainable, and community-empowering development of tourism villages.

Keywords: *Tourism Village; Transformational Leadership; Community Leader*

ABSTRAK

Skripsi ini bertujuan untuk menganalisis peran kepemimpinan transformasional yang dijalankan oleh tokoh masyarakat dalam mewujudkan *Kampung Wisata Jelita (Jepang Bali Kita)* di Kelurahan Banjar Sugihan, Kota Surabaya. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Penelitian ini mengkaji penerapan empat dimensi utama kepemimpinan transformasional menurut Bass & Riggio (2008), yaitu pengaruh ideal, motivasi inspirasional, stimulasi intelektual, dan pertimbangan individual dengan hasil penelitian menunjukkan bahwa pengaruh ideal tercermin dari kemampuan tokoh masyarakat sebagai teladan inspiratif yang membangun kepercayaan melalui komunikasi efektif serta keterlibatan langsung dalam kegiatan pembangunan kampung sangat baik sehingga dapat dijadikan panutan bagi pengikutnya. Motivasi inspirasional terlihat melalui inisiatif pembuatan *vertical garden* berornamen Jepang yang menginspirasi masyarakat dan mendorong keberhasilan kampung meraih juara III dalam Lomba Kampung Surabaya Hebat. Stimulasi intelektual tampak dari upaya pengembangan kreativitas dan inovasi melalui ruang dialog warga, meskipun masih diperlukan peningkatan kolaborasi dan promosi. Pertimbangan individual diwujudkan melalui penempatan pengurus sesuai dengan keahlian *the right man on the right place* serta penyelenggaraan pelatihan untuk meningkatkan kapasitas teknis dan kepemimpinan. Kesimpulan dari penelitian ini adalah bahwa kepemimpinan transformasional tokoh masyarakat merupakan faktor kunci dalam keberhasilan pembangunan kampung wisata yang berkelanjutan dan memberdayakan masyarakat lokal.

Kata Kunci: Kampung Wisata; Kepemimpinan Transformasional; Tokoh Masyarakat