

## Conference Paper

# Ahok: The Awaited Leader? (An Analysis of Leadership Communication on Ahok's Leadership Style)

**Bhernadetta Pravita Wahyuningtyas**

Marketing Communication Department, Faculty of Economics and Communication, Bina Nusantara University, Jakarta, Indonesia

## Abstract

This research explains about leadership communication that is run by Basuki Tjahaya Purnama (Ahok) – DKI Jakarta's Governor. As a capital city of Indonesia, Jakarta becomes a symbol – and role model for another city as well as the Governor – a picture of Indonesia. Each leader has his/her own style to deliver the message or to communicate with other. Leadership means accepting responsibility; leaders lead, create visions, influence, persuade, and inspire others. The most important thing that a leader must have is individual communication skill. To persuade others, a leader must have a right in mind: charisma, as charisma ties more directly to character, which is evaluated by people according to their own culture. In the communication context, leadership has four styles: authoritative style, consultative style, dictatorial style, and participative team style. In this study, the context of Ahok's style in communicating with others represents his leadership style. The paradigm of this study is a post-positivist; the research method is narrative with qualitative approach and descriptive study. The leadership style could never be separated from communication skill of a leader. After all leadership, however, is still a matter of communication.

**Keywords:** leadership communication, leadership style, Ahok, awaited leader, communication skill

## 1. Introduction

In so many times, people of Indonesia has been led by a leader who runs a Javanese style of leadership. The style of Ahok (BTP) in communicating his decision become a shock tsunami or a kind of tornado for the people, especially Jakartans. Any kind of his decision become controversial. As the leader with a new style, he trigger and activating the mind of Jakarta's people, which by means questioning recent condition of Jakarta, is he really the awaited leader? Is he really the one for Jakarta, considering so many case and mind and conflict of interests amongst society? It is a must for a

Corresponding Author:  
Bhernadetta Pravita  
Wahyuningtyas  
bhernadetta@gmail.com

Received: 8 June 2018  
Accepted: 17 July 2018  
Published: 8 August 2018

Publishing services provided by  
Knowledge E

© Bhernadetta Pravita  
Wahyuningtyas. This article is  
distributed under the terms of  
the [Creative Commons  
Attribution License](#), which  
permits unrestricted use and  
redistribution provided that the  
original author and source are  
credited.

Selection and Peer-review under  
the responsibility of the 2nd  
ICVHE Conference Committee.

 OPEN ACCESS

leader to communicate with no compromise? Is he a real dictator or he will be the perfect one for Jakarta?

Reputation is a crucial aspect that is worth fighting for, managed and maintained by each institution so that the institution remains strong in the eyes of the public. According to Balmer and Greyser, (Ibid p. 224) Reputation institution is how to manage the affairs of an institution with respect to all of his constituents; it is concentrated in the identity or character of the institution. Identity restricts the actions taken by the institution, how they make decisions, treat employees, and react to the crisis. The identity is the backbone of a reputation, and he describes the kind of relationship that built between public institutions with their most important, namely: constituents, employees, customers, investors and local communities.

In a word, a condition, and/or situations, reputation is difficult to define, because the complexity of interpreting or defining a reputation, then the Balmer and Greyser (Ibid p. 225) divide it into six points of view. In this research the points that we used is the marketing point of view. (Ibid p. 227) In marketing, reputation is seen as the brand image of an institution. In this context, reputation is the result of the process of digesting the information that produces its own image in the mind of an individual or a person. Equity a 'brand' created an awareness of the integrity of the identity of a 'brand' and also its marketing program.

In marketing, impression is seen as the brand image of an institution. In this context, reputation is the result of the process of digesting the information that produces its own image in the mind of an individual or a person (Lippman; cited in Balmer and Greyser). (Ibid p. 227) Equity a 'brand' created an awareness of the integrity of the identity of a 'brand' and also its marketing program.

## 2. Literature Review

### 2.1. The dictatorial style

As the name the leader will be using this style of leadership like a dictator. The manager would take domination in decision-making. Holds all decision-making power, and give no any opportunity for people to question his decision or authority.

## 2.2. The authoritative style

Also known as autocratic leaders, provide their expectations very clearly as in what needs to be done and how. But they lack in creativity because they make decisions independently without group. They being bossy and very controlling. They rarely lets the members of the group to make decisions, because he believes that his expertise and experience makes him the most qualified. They found to be very critical when taking decisions and opinions that are different from his own, they never respect the abilities and potentials of others, and the bad thing is they consciously aware that they were took the ideas of others only if they agrees or accepts or not head to head with them

## 2.3. The consultative style

Consultative leadership is basically task oriented and always focuses on the end result by using the skills of others in formulating plans and taking decisions. But then the final decision-making power is always retained with the leader. The final decision is not arrived at without looking for inputs from the members who will be affected by the decision. The consultative leadership stands out through its attempt to involve people who have problems in seeking ideas for the solution. This way, it helps those to develop leadership and decision-making ability in them. Team building is a prime target in Consultative leadership. The leader takes up the role of a mentor and becomes the facilitator of the team

## 2.4. The participative team style

In this type of leadership style all the members of the team are involved to identify the vital goals and develop procedures and strategies to reach those goals. Analyzing from this perspective, participative team leadership can be viewed as a style that depends on the leader functioning as a facilitator and not a dictator to issue orders and get things done. Participative leadership in its most effective form will let the talents and potential skills of the team members to be made the best use of particularly when arriving at decisions and taking the right course of action. The final decision will always be taken by the leader but then this sharing of functions within the team will supply the perfect atmosphere for every member in the team to provide inputs that are worth enough to

make the final decision, which would be ultimately profitable for the organization as a whole.

But anyhow, communicating the message is not an easy thing.

### 3. Methods

The approach of this study is qualitative and can be observed. According to Sugiyono (Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&.,* Alfabeta, Bandung p. 9), qualitative research method is a method of research that is based on the philosophy post-positivism is used to examine the condition of the natural objects, where the researcher is a key instrument, data collection techniques performed triangulation (combined), data analysis is inductive, and the results of qualitative research emphasizes the significance of the generalization.

The data analysis techniques which used in qualitative research is inductive data analysis. Inductive analysis was used for several reasons. First, more inductive process can find multiple realities as contained in the data, and second, to create a more inductive analysis researcher–respondent relationship becomes explicit, it can be known, and accountable; Third, such analysis can outline the full background and can make decisions about whether or not to transfer to another background; fourth, more inductive analysis can find along the sharpening effect relationships; fifth, so analysis can calculate the values explicitly as part of the analytic structure.

The process of data analysis (Moleong, L. (2007). *Metodologi Penelitian Kualitatif*, Rosda, Bandung p. 247) began by reviewing all available data from various sources, namely interviews, observations written in the field notes, personal papers, official documents, images, photographs, etc. According to Bryman (Bryman, A. (2008). *Social Research Methods*, Third Edition, OUP Oxford, UK) there are several ways to determine the validity of qualitative research data:

1. **Credibility**; refers to whether the research process and results can be accepted or believed. Application degree of confidence in the internal validity of the concept of replacing the non-qualitative. In examining the validity of the data, the researchers used a technique of continuous observation, and carefully, so that researchers could see directly and can explain social phenomena under study as it is. In this study, researchers conducted interviews and verbatim coding, so it can be analyzed accurately.

2. Transferability; refers to whether the results of this study can be applied to similar situations or another. The concept of validity generalization states that an invention may apply or be applied to all contexts within the same population on the basis of findings obtained in a representative sample represents the population. In this study presents descriptive data transferability quality, for example through the background informant and the informant's role in the institution.
3. Dependability; refers to the consistency of researchers in collecting data, forming and using concepts when making interpretations to draw conclusions. Drawing conclusions in this study to be done carefully and consistently based on observation and in-depth interviews that have been conducted by the researchers.
4. Confirmability; refers to whether the results can be verified, which results in accordance with the data collected. This is done by showing research results re-confirm the informant or informants answer so that research results more objectively.

## 4. Results and Discussion

### 4.1. The dictatorial style

As the name the leader will be using this style of leadership like a dictator. The manager would take domination in decision-making. Holds all decision-making power, and give no any opportunity for people to question his decision or authority. In many decisions, Ahok labelled as dictator, but that is just because people of Jakarta were not able to accept the communication style of Ahok,

### 4.2. The authoritative style

Also known as autocratic leaders, provide their expectations very clearly as in what needs to be done and how. But they lack in creativity because they make decisions independently without group. They being bossy and very controlling. They rarely lets the members of the group to make decisions, because he believes that his expertise and experience makes him the most qualified. They found to be very critical when taking decisions and opinions that are different from his own, they never respect the abilities and potentials of others, and the bad thing is they consciously aware that they were took the ideas of others only if they agrees or accepts or not head to head with

them. Ahok always ask their team before he decide some rules. He make sure his decisions were in the right way along the rules. Consistency was perfection.

### 4.3. The consultative style

Consultative leadership is basically task oriented and always focuses on the end result by using the skills of others in formulating plans and taking decisions. But then the final decision-making power is always retained with the leader. The final decision is not arrived at without looking for inputs from the members who will be affected by the decision. The consultative leadership stands out through its attempt to involve people who have problems in seeking ideas for the solution. This way, it helps those to develop leadership and decision-making ability in them. Team building is a prime target in Consultative leadership. The leader takes up the role of a mentor and becomes the facilitator of the team

### 4.4. The participative team style

In this type of leadership style all the members of the team are involved to identify the vital goals and develop procedures and strategies to reach those goals. Analyzing from this perspective, participative team leadership can be viewed as a style that depends on the leader functioning as a facilitator and not a dictator to issue orders and get things done. Participative leadership in its most effective form will let the talents and potential skills of the team members to be made the best use of particularly when arriving at decisions and taking the right course of action. The final decision will always be taken by the leader but then this sharing of functions within the team will supply the perfect atmosphere for every member in the team to provide inputs that are worth enough to make the final decision, which would be ultimately profitable for the organization as a whole.

## 5. Conclusion

Style really can impact audiences. The leader usually communicating with many purposes in mind. The leader want to inform, and influence the society to do the right thing in the right way, by following the procedure. In some extent they want to instruct and engage with the people. A leader usually persuade people smoothly to convince and

believe decisions that He had made. The duty of people then to open up their mind to make the better version of Jakarta by let Ahok doing the rest by his way.

## References

- [1] Balmer, JMT & SAG. (2003). *Revealing The Corporation (Perspective on Identity, Image, Reputation, Corporate Branding, and Corporate Level-Marketing)*, Routledge, New York.
- [2] Bryman, A. (2008). *Social Research Methods, Third Edition*, OUP Oxford, UK
- [3] Daymon, Christine, & Immy Holloway. (2003). *Qualitative Research Methods in Public Relations and Marketing Communications*. New York: Routledge.
- [4] Hennink, Monique, Inge Hutter, & Ajay Bailey. (2011). *Qualitative Research Methods*. London: Sage Publications.
- [5] Sugiyono. (2009). *Metode Penelitian Kuantitatif, dan Kualitatif*. Alfabeta, Bandung.
- [6] Webster, Leonard & Mertova, Patricie. (2007). *Using Narrative Inquiry As A Research Method*. First Edition. Oxon: Routledge
- [7] West, Richard & Linn H. Turner. (2010). *Introducing Communication Theories, Analysis and Application*, Fourth Edition. New York: McGraw – Hill.
- [8] Barrett, Deborah J. (2014). *Leadership Communication*. Fourth Edition. New York: McGraw-Hill.