

ABSTRAK

Peranan manajemen sumber daya manusia di dalam keberlangsungan perusahaan jasa seperti MNC Media sangatlah penting, karena seiring berjalannya waktu semakin banyak media-media yang bermunculan sehingga membuat persaingan menjadi semakin ketat. Hal ini menjadi tugas pemimpin untuk menjadikan karyawannya untuk melakukan hal-hal yang kreatif. Selain itu pemimpin mampu meningkatkan kreativitas karyawan dalam setiap kegiatannya. Hal itu harus diperhatikan oleh pemimpin untuk bias bersaing dengan perusahaan media saat ini.

Menanggapi hal tersebut maka penelitian ini bertujuan untuk mengetahui anteseden *follower creativity: creative self-efficacy, follower relational identification*, kepemimpinan transformasional, kepemimpinan transaksional pada PT. Media Nusantara Citra Tbk di Jakarta. Pada penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan jumlah responden sebanyak 60 karyawan menggunakan teknik sampel sensus. Teknik pengujian data yang digunakan dalam penelitian ini SPSS 19.0. Hasil penelitian menunjukkan bahwa kepemimpinan transformasional berpengaruh positif signifikan terhadap *follower creativity*. Kepemimpinan transaksional berpengaruh signifikan terhadap *follower creativity*. Kepemimpinan transformasional berpengaruh positif signifikan terhadap *follower relational identification*. Kepemimpinan transformasional berpengaruh positif signifikan terhadap *creative self-efficacy*. Kepemimpinan transaksional berpengaruh positif signifikan terhadap *follower relational identification*. Kepemimpinan transaksional berpengaruh signifikan terhadap *creative self-efficacy*. *Follower relational identification* berpengaruh positif terhadap *follower creativity*. *Creative self-efficacy* berpengaruh signifikan terhadap *follower creativity*.

Kata Kunci : Kepemimpinan Transformasional, Kepemimpinan Transaksional, *Follower Relational Identification, Creative Self-Efficacy, Follower Creativity*.

ABSTRACT

The role of human resource management in the continuation of service companies such as MNC Media is very important, because over time more and more media are popping up so that competition becomes tighter. This is the duty of leaders to make their employees to do creative things. In addition, leaders are able to increase employee creativity in every activity. This must be considered by leaders to be able to compete with current media companies.

Responding to this, this study aims to determine the antecedents of follower creativity: creative self-efficacy, follower relational identification, transformational leadership, transactional leadership at PT. Media Nusantara Citra Tbk in Jakarta. In this study using a quantitative approach with the collection of 60 respondents using census sampling techniques. The data testing technique used in this study was SPSS 19.0. The results showed that transformational leadership had a significant positive effect on follower creativity. Transactional leadership has a significant effect on follower creativity. Transformational leadership has a significant positive effect on follower relational identification. Transformational leadership has a significant positive effect on creative self-efficacy. Transactional leadership has a significant positive effect on follower relational identification. Transactional leadership has a significant effect on creative self-efficacy. Relational identification followers have a positive effect on follower creativity. Creative self-efficacy has a significant effect on follower creativity.

Keywords : Transformational Leadership, Transactional Leadership, Follower Relational Identification, Creative Self-Efficacy, Follower Creativity.