

ABSTRACT

THE DEVELOPMENT OF LEADERSHIP TRAINING MODEL FOR DISTRIBUTOR OF PT. ORINDO ALAM AYU, MEDAN BRANCH

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The objective of leadership training was to improve knowledge, skills, and a better attitude development, especially concerning task and responsibility in working of trainee. There were several points that should be considered to achieve the purpose and objective of leadership training such as trainee requirement, trainers, material, method, and location, duration and cost.

The study tried to answer the question, how the development of leadership training that was expected by the distributor. The survey involved 53 distributors as the sample. They all had ever joined with leadership training held by PT. Orindo Alam Ayu, Medan Branch.

The result showed that the trainee requirement of leadership training was quite high and even very high. It meant that the trainee requirement was good, but it still needed to be revised. Most respondents gave high score and even very high score for trainers. It indicated that the trainers were provided enough. The method in average score was quite high, but there were some revisions in discussion. The location and duration were also very good. The cost should be revised. However, the material was not suitable. It meant that the material needed to be developed concerning the discussion on leadership aspects. In addition, the material should be applied easily, more understandable, and be provided enough.

A better leadership training that was expected by distributor was achieved through Focused Group Discussion (FGD) between manager and director of distributor concluded from positive and negative values of leadership training. Description of this study was a model of leadership development for distributor.

Keywords : leadership training, trainee requirement, trainers, material, method, location, duration and cost.