

TRANSFORMATIONAL LEADERSHIP AND ITS FUNCTIONALITY IN ARTS ORGANIZATION

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ABSTRACT

Throughout the eyes of the world, an organization may have a great identity. However, without a leader with proper functionality in managing the organization, it is certain that the organization might face failure in the future. In addition to that, in this fast-paced world of competition and challenges, an up-to-date transformation is indeed necessary for a bright future. Transformational leadership is known to stimulate followers' performance and enhance their commitment to an outstanding level. Numerous researches have proved that practicing transformational leadership style in the management of every organization will lead to a bright competitive future but how this leadership style is practiced is rarely disclosed. In the conjunction to this, the researcher analyzed further on the functionality of transformational leadership concept or style in the organization. Mix method of qualitative and quantitative was employed through structured questions targeted to the main executives of ASTRO. The final outcome of the survey based on the conceptual framework was suggested to the firm to be implemented. Thus, there are three aspects where the functionality is reflected which are Exerting influence on subordinates with Idealized influence, Open and imaginative with Intellectual stimulation, as well as Idealized influence and Intellectual stimulation.

Keywords: Transformational Leadership; Leadership; Arts Organization.

1. INTRODUCTION

In the management approach, it is stated that one of the management functions is leading the organization towards a directed path. Leadership is the important factor that has the ability to manage changes in an organization whereby its definition is related to "alignment, understanding and change" (Sarros & Santora, 2001). Kotter (1999), said that this 21st century of rapidly moving and competitive environment is estimated to face an increase in demands for leadership approach. Hence, in order for the organization to adapt well with the fluctuating environment internally and externally, an effective leadership is crucial. Leadership is basically defined as "the process of influencing others to understand and agree about what needs to be done, and how to do it and the

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