

# Analisis kepemimpinan supervisor dalam menggerakkan bawahan pada divisi distribusi dan penjualan PT. Heinz ABC Indonesia cabang Bogor

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=124258&lokasi=lokal>

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## Abstrak

Every organization has constraints outside their own environment which affect the way to run their activities. These constraints can change and determine uncertainty of organization's environment, because they make environment turn dynamic and complex. The uncertainty of environment makes organization's leaders hard to control company's direction to achieve their objectives.

Leadership is one of the important factors that influence the success of the task and goals of the company. A good leader is the one that able to determine the best way to achieve objectives, a good negotiator, communicator, mediator, and integrator. That's why the skill of a leader is important for an organization, especially in a field which has so many pressures in their activities. The research question are how is the implementation of Supervisor's leadership in Distribution and Sales Division PT Heinz ABC Indonesia Bogor branch office, and are there any obstacles in moving subordinates and how to handle these obstacles?

The research method used in this paper is qualitative method, which the data gathering used deep interview with Supervisor and subordinates. The descriptive method is also used in this paper in order to give the full description of the leadership style implanted in distribution and sales division PT Heinz ABC Indonesia Bogor branch office.

The result of this research is that Supervisor in Distribution and Sales Division PT Heinz ABC Indonesia Bogor uses different style to make subordinates achieve their sales target according to their skills, knowledge, experiences, and characters. There are obstacles for Supervisor in moving subordinates, such as Supervisor has limitation in time and energy to deal with low skilled subordinates, Supervisor has subordinate's resistances in relation with the increase of sales target, and subordinate's mental that hard to be changed. To handle these obstacles, Supervisor gives effort to train their skill, doing open discussion with subordinates about sales target, and implement discipline by appropriate work system. But the most fundamental is to build trust in subordinates to create a solid teamwork.