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## AN ANALYSIS OF THE LEADERSHIP VALUES, MESSAGES AND TYPES IN THE MOVIE “FURY” BY DAVID AYER

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### Abstract

*This research focused on analyzing the leadership in the movie “Fury”. This research aimed to describe the leadership values, messages, and types in the movie. This research applied descriptive qualitative method. The object of this research was the movie “Fury” by David Ayer. The data were analyzed using content or document analysis. The findings of this research include the following. First, the leadership values in the movie “Fury” include being physically strong, purposeful, enthusiastic, friendly, affectionate, consistent, technically skilled, decisive, intelligent, and faithful. Second, leadership messages in the movie are performing orders, sacrifice, facing any problems, firmness, striving to the end and no giving up in any circumstances. Third, the type of leadership contained in the movie is charismatic.*

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## INTRODUCTION

It is a fact of history that in a period of almost eight decades with seven presidents, as a nation and country, Indonesia has fall-up down. When entering the eighth year after the new order, the greater the number of poor people and the unemployment rate already exceeded forty-five million people. Some local people were already severely malnourished and infected with disease outbreaks due to the low quality of their lives. Corruption cases continue to mushroom both at the central and regional levels of government. The safety factor is also very vulnerable; bombs explode easily in various places, which signal and assure us that the crisis is not over. Thus, there appears a sense of pessimism in many circles. Even the future of Indonesia seems difficult to forecast due to the high uncertainty (Kadi, 2006: 1).

Broadly speaking, we can see from the media that at this time most of the above reality continues to occur. Such problems should be quickly realized and tackled by the government leaders mandated by the people. Currently, Indonesia is a country that is still developing. As a

developing country, Indonesia should continue to reform in many ways through the national development, in which the dynamic motion and national development should be aligned with the development goals that have been set. National development plan needs to be implemented comprehensively, integrally, effectively and gradually and so it can spur national capacities in order to realize people prosperous life and our country can be equal with other nations that have advanced (Fitriani, 2013: 989).

In order for the occurrences not happen again, or can be minimized, the first thing to do is to unify the voices, discuss how to establish or modify the existing state system, then point and choose leaders who are capable to lead this country to the intended direction. A leader has the skills and strengths, in particular skills and strengths in one area (Fitriani, 2013: 989). To be able to influence others to perform certain tasks to achieve the goal, a leader must have properties that make her or him be respected and authoritative in the running the leadership. Abdurrahman (2009: 23-24) states that leadership is the capacity of a person to affect, encourage and cause members to do something for the organization advancement and success.

Thus, the researchers find leadership as a fundamental and interesting concept to study, because leadership is essential for life, through which desire, motivation and influence are exerted so that other people can and are willing to do something. Because the theme of leadership is very attractive, the researchers want to use the theme of leadership as a focus of research in the field of language, and one of the most effective and efficient ways to study leadership is watching films. Widianingrum (2012: 12-13) states that film is a mass communication tool that emerged in the late 19th century and film is a tool of communication that is not limited in scope in which the film becomes an arena to express oneself freely in front of public. The capacity of the film to reach a large number of audiences can shape the community perspective in line with the message in the movie. Movies always keep track of what happens in the community and project those into a film (Sobur in Widianingrum, 2012: 13).

In this modern era, the film is easily accessible not only through television or theater but also in the forms of VCD and DVD and most importantly through the internet. In Indonesia, the present internet users have reached 88, 1 million people (Liputan6.com). With the internet growing exponentially, so many things can be done, one of which is about movies. Movies are available and can be watched directly online or downloaded. From many films that have been viewed either online or downloaded in advance by the researchers in the last three years, there are a lot of inspirations and values that are very valuable from all aspects of life. Films with elements of leadership particularly make the researchers think to make a study regarding the issue of leadership. One the most recommended movies to be watched by everyone for this purpose is a movie entitled "Fury" directed by David Ayer.

"Fury" is an American-British war film written and directed by David Ayer. It is about World War II in April 1945. The film was released in (2014) lasting One Hundred Thirty-Four Minutes. The film stars are Brad Pitt, Shia LaBeouf, Logan Lerman, Michael Peña, and Jon Bernthal. Besides telling the story of war, this film shows us how a leader leads a team to the maximum extent possible in order to achieve the success of the task or mission that has been designated.

Based on the phenomena above, the researchers intended to investigate the leadership values in the movie "Fury" by David Ayer. In this case, researchers would analyze the values of leadership and extract messages contained in the movie.

"Leadership is the ability of an individual to influence, motivate and make others able to contribute for the sake of effectiveness and success in organization" (Abdurrahman, 2009: 23-24).

In addition, leadership is defined as the ability or the basic technique through communication, directly or indirectly, to mobilize others so that they are willing to follow the will of the leader with understanding. In the leading or moving others, leaders must have clear leadership values to be respected, and respected by subordinates or colleagues. Kristanti (2013) says that leadership values constitute several essential traits that a leader should have to reach a planned goal efficiently and effectively. According to Tead in Syafiie (2008), leadership values that need to be owned by a leader are as follows: Physical and nervous energy, a sense of purpose and direction, enthusiasm, friendliness and affection, integrity, technical mastery, decisiveness, intelligence, teaching skill, faith.

As already described above, values of leadership can be interpreted as the nature or some major things that must have a leader in their duties. Without it, leaders will certainly encounter many obstacles and even fail in performing her/his duties as a leader. According to Siagian in Baihaqi (2010: 19-22), the types of leadership are divided into five types. First, an autocratic leader treats the organization as a private property, adjusts the organizational goals with personal goals, treats people under her or his control only an instrument, rejects criticism and advice, relies fully on formal status, and uses some force and punishment in running the leadership. Second, a militaristic leader uses a command system in activating members, relies on title and rank, is excessively formal, applies highly rigid discipline, rejects criticism, and favors ceremonies. Third, a paternalistic leader protects her or his people overly, hardly gives chance to them to decide, take initiative and be creative, and feels that he or she know all things. Fourth, a charismatic leader attracts a large number of people as followers, although they often cannot clarify why they follow the leader. As such, a charismatic leader is associated with some “supernatural powers”. Fifth, a democratic leader synchronizes organizational goals and the followers’ goals, welcomes suggestions and criticisms, prioritizes collaboration in fulfilling a mission, allows the members to take initiative, be creative, and learn from mistakes, and supports the members to reach better success and become a succeeding leader. A democratic leader is more relevant in the modern era.

Moreover, “a film, also called a movie, motion picture or photoplay is a series of still images which, when shown on a screen, creates the illusion of moving images due to the phi phenomenon” (<https://en.wikipedia.org/wiki/Film>). Besides being a very popular medium for entertainment, films are also used for knowledge seeking. Through a film, one can gain in-information because the film is an audio visual media that conveys a lot of information. In fact, nowadays, film is a form of mass media. Information, knowledge and even ideology can be channeled through the film to everyone who watches it. The film is a form of work produced by people or groups of people who have particular expertise in delivering messages. It makes the film an effective and efficient conductor of messages. When watched and analyzed in depth, the film may change knowledge and ideology of the people who watch it.

Film as an art form has many purposes and objectives contained in its manufacture. It is influenced by the message conveyed by the film maker. Although the approach of film production is different, it can be said that every movie has a goal, which draws attention to the issues contained in it. Message is the core of the communication process from the communicator to the communicant. In this case, the message is not just something sent by A to B, but more than that, it is an element contained in a structured relationship with other elements, including external reality. Thus, the message that is contained in a movie is a form of abstract essence or meaning of any communication contained in a film (Putra, 2014).

At present thousands and even millions of movies have been produced and even available online for consumers. The film can be categorized into twenty types, namely action, adventure,

animation, biography, comedy, crime, documentary, drama, family, fantasy, history, horror, musical, mystery, romance, sci-fi, sports, thriller, war and western movies. (<http://moviezone.heck.in/mengenal-jenis-jenis-genre-film.xhtml>). From the several types of films above, when viewed in terms of content and the story it will be divided into two parts, namely fiction and non-fiction. The first group is fiction. Fiction is the type of movie based on imagination exaggerated by the author. In other words, the fictional film is a film that is not real, such as action, adventure, animation, comedy, crime, drama, family, fantasy, history, horror, musical, mystery, sport, thriller, Sci-Fi (Science-fiction), war and western. The second group is Non-fiction is the kind of film that it is real, factual or not based on imagination of authors and actually exists in our lives. The types of non-fiction are documentary and biography. From the kinds of the film above, "Fury" is a kind of war and fiction movie.

There are intrinsic and extrinsic elements of literature such as a movie. An intrinsic element of literature is the element that builds literary works from the inside (Rochmatin, 2011). The intrinsic elements of literary works are themes, mandate, plot, characterization, background or setting, viewpoint of author. extrinsic elements are the building blocks of literary works from the outside. The extrinsic elements of literary works are background creation (the condition of society at the time, The author's view of life or the background of author.

## METHOD

The design of this research used qualitative descriptive. Qualitative research reveals certain social situations to describe reality correctly, formed by the words based on the techniques of collection and analysis of relevant data obtained from natural situation (Satori and Komariah, 2009: 25). This research had been done in Sumbawa Besar, West Nusa Tenggara for the period at twelve Months (March 2016-February 2017).

Data Sources in this research consist of primary data and secondary data sources. The primary data source is a data source or object that directly provides the data to the data collector or researcher (Sugiyono, 2014: 308). The sources of data in this study are primary and secondary.

The main data in this study is an American movie entitled "Fury". The data consist of the full script and video of the movie, in the forms of moving images and snapshots.

A secondary data source is a source that does not provide raw data to data collectors, but provides data that have been processed and analyzed (Sugiyono, 2014; Wicaksono, 2011). The secondary data sources such as supporting books, documents, the internet and other sources relevant to this research.

The data was collected through Documentation and library study. In this research, the document is the movie "FURY" that is obtained through the internet, it consist of the video (moving images) and the scripts both in English and Indonesian subtitle. Library Study is the method of data collection done by

reading books, literature, journals and references that are relevant to the research (Reza, 2010: 33). Secondary data about the movie related to primary data will search through the internet with key words "film fury and leadership value".

The data were analyzed by content analysis. Sukmadinata (2010: 81) states that content analysis is intended to collect and analyze the official documents, the validity of documents, and its validity is guaranteed both legislation and policy document and the results of the study.

There were some stages used by the researchers to analyze the data. The first is watching the movie and then scenes (including the subtitle) that contain leadership contents are captured the related script are also extracted. The second is analyzing the leadership values and messages

concerning leadership in the snapshot and script of movie "Fury" directed by David Ayer. The third is explaining the leadership values and message in the snapshot and script of the movie. The last is making conclusion and recommendation about leadership values that are relevant for character education through English language teaching in Indonesia.

## **FINDINGS**

The researchers' findings are mainly about the leadership values, the message of leadership and the type of the leadership.

First, leadership values contains essential traits that a leader to gain a stated goal efficiently and effectively (Kristanti, 2013). After analyzing the movie "FURY", the researcher found some leadership values as described by Tead in Syafiie (2008). The leadership values include being physically strong, purposeful, enthusiastic, friendly, affectionate, consistent, technically, decisive, intelligent, and faithful.

The second is message in movies. The message that is contained in a movie is a form of abstract essence or meaning of any communication contained in a film (Putra, 2014). After analyzing and watching the movie FURY, the researcher found several messages about leadership. The messages were captured in the scenes below. The messages include: perform orders, sacrifice, face any problems, firmness, striving to the end and no giving up in any circumstances.

The third is types of leadership. According to Siagian in Baihaqi (2010: 19-22), the types of leadership are divided into five types, namely: autocratic, militarized, paternalistic, charismatic and democratic. From some types of the leadership, researcher found that the type of leadership that was contained in the movie "FURY" was the type of charismatic leadership.

## **DISCUSSION**

### **The Leadership Values**

#### **a. Physical and Mental/Nervous Energy**

As Ordway Tead said that energy of physical and mental that have an endurance, stamina, strength or special power that never seemed to be exhausted to resolve all the problems exist ([www.asikbelajar.com](http://www.asikbelajar.com), 2014). For a leader, certainly having energy and strong and mental tranquility strong is very important, because it is one of the determining factors of a leader who will succeed in completing the work. Without the physical energy, mental strength and tranquility in solving a problem the leader will encounter many obstacles and problems in performing her/his duties and obligations. Such problems will have a negative impact and cause harm to the organization or the team she/he leads. Therefore, the physical and mental strength is really needed by a leader in solving any problems that occur in the organization or team he or she leads.

#### **b. A sense of Purpose and Direction**

According to Megani (2012), a sense of purpose and direction is a knowing the direction and goals of the organization and convinced of its benefits. Basically, a leader must have a sense of purpose and a clear direction so that the intent to be conveyed can be understood by subordinates, plans and everything related to the mission or task should be explained in detail before the subordinates go to work to the field. This will certainly have a positive impact on the performance of each person who resides in the team or in other words an organization he leads. When subordinates and other colleagues who clearly know the direction and purpose of what they do before getting down to the field, they will be more aware of the benefits and the risks they face and to be more careful during the running of the missions in the field.

A leader must be able to give a clear direction to all its members and the leader shall apply firmly so as not to make other people float and do not know what to do. The leader must look ahead and have a clear direction. If the direction and the target are clear; its implementation will lead to the right and have a destination point.

The direction that is determined by a leader will have implications for all subordinates. In defining objectives, leaders must think about the good of everyone. To achieve strong leadership some steps are needed, such as: Potential expectations, building certainty, establishing the correct response and building a spirit (Permatasari, 2012).

The role of a leader, besides having the physical strength and mental strength, the leader should have clear objectives and firm conviction of the truth of interest, as well as the benefits of what is in doing it. This is very important because the purpose is the driving factor of the existing motivation in working. Because this is a very important thing, so a leader must clearly explain her/his purpose before the subordinated get down or work in the field to conduct their duties and also that all subordinates understand their goals and also avoid the fatal errors that may occur while on duty in the field. When subordinates forget the purpose and objectives that have been described and defined, then the leader is obliged to recall their original purpose. It is very necessary for a leader to have subordinates who are willing to follow and honor her/him and returned to contribute to the team or organization in the future.

c. Enthusiasm

Enthusiasm means doing a job that has a worthy aim, fun, give success and can generate enthusiasm for both leaders and subordinates (Megani, 2012). Leadership qualities possessed by a leader like enthusiasm is very important, as it is a motivation for the followers or subordinates to continue to work and contribute more benefits to an organization or team.

d. Friendliness and affection

Friendliness and affection are one of leaders characteristics that can motivate subordinates to perform and do fun things so that it can be directed to achieve the goal (Megani, 2012). To become a good leader, one need to have a friendly nature and love all his colleagues. This could motivate the subordinates to do fun things, which facilitate to achieve the goal. When leaders are friendly to the subordinates, the subordinates will feel closer to the leader. With the proximity like this, then the leader will be easier to motivate and direct the subordinates to do the work that has mandated to them.

e. Integrity

Integrity concerns the quality, nature and circumstances that indicate a unified whole that has the potential and ability that exudes the dignity and honesty (Kristanti, 2013). Leaders basically become role models for each subordinates. Leadership traits such as integrity is one of the many qualities that should be possessed by a leader to become better and respected by every subordinate, so that subordinates feel comfortable, at always eager and happy in performing each task mandated to him.

f. Technical Mastery

According to Nasir et al (2011), technical mastery is a skill that is owned by someone, the skill usually gained from formal education channels. Technical capabilities usually lead to more physical labor and can be viewed by others. This proves that as addition and strength; a leader should have knowledge of technical mastery in order to be authoritative and can lead the team more easily. It also reduces the risk for a leader not to be fooled by his subordinates.

g. Decisiveness

Decisiveness is a capability to consider all aspects of decision that will takes and also decides the decision in appropriate time and condition (Sharma, 2023). For a leader, a decision is a fundamental thing to take. On the other hand, he has to see the benefit of the decision has been taken. In case whereby decisions the leader cannot be fully met by subordinates, so a leader must have firmness and authority to convince the subordinates to follow the decision voluntarily. In fact, leaders and subordinates need each other in the work they will do.

The firmness of a leader is very important and very necessary. Firmness of a leader will cause a great sense of responsibility to the members in their performance. A resolute leader will make the subordinate not work effectively. Being consistent in every respect is also necessary for a leader. Leaders are given a larger mandate than others so he/she must have principles and be in consistent stance on the words and deeds (Permatasari, 2012).

#### h. Teaching skill

Teaching skill is an ability of leaders to guiding, educating, encourage and move subordinates to learn and to do something (Megani, 2012). When subordinates could not do a good job, then the first thing done by a leader is talking nicely and then ask to do something subtly. But when subordinates could not and did not even want to do, and then the leader had to impose sanctions to teach something important even if by force. It had to be done so that subordinates could make a positive contribution and did not hurt the team and organization. The ability to teach something considered unusual for a new subordinate is a problem and must be resolved quickly by a leader because if not, the subordinate would harm himself and his friends.

#### i. Faith

According to Candra (2013, faith means confidence in the integrity, ability, or character of a person or thing. Organizational trust is important because it will help regulate the complexity, help develop the capacity of action, enhance collaboration and improve organizational learning. Trust between a leader and the subordinate is a key to support a successful cooperation. A sincere trust of a leader to her/his subordinates becomes a great motivation for subordinates to be always eager and happy to do something for the leader. Likewise, the subordinates must have confidence in their leaders. This will hedge positive for a leader to be calm in the lead.

### **Messages in Movies**

The message that is contained in a movie is a form of abstract essence or meaning of any communication contained in a film (Putra, 2014). The messages in this movie include: perform orders, sacrifice, face any problems, firmness, striving to the end and no giving up in any circumstances.

#### a. Perform Orders

An organization or a group requires a person to serve as a leader. For the success of leadership, a leader is required to try to make her/his activities in line with the demands of the situation and the environment. This is because the success of a leader at a time is not necessarily going to work in different situations and places. The state above requires a leader to strive for improvement of the quality of his leadership.

To improve the quality of leadership and help successful leadership in an organization need leadership methods such as rules, and to subordinates who receive commands. This method arises from the state and labor relations. Therefore, the command is a functional fact of an organization. In a formal organization, typical commands are included in the duties and obligations. This is case is the duty of a leader. Things that need to be considered by a leader in giving orders include: a

command to be firm and clear, giving orders that should not be given all at once and too many in providing such a direct command and paying attention to manners (www.trigonalmedia.com, 2015).

b. Sacrifice

Sacrifice is a gift which is based on sincere moral consciousness solely. Sacrifice is caused from dedication. Submitted willingly sacrifice selflessly, without any agreement, without any transactions, whenever needed. When someone needs something like peace or any other thing, of course he/she has to sacrifice something and even more thing such as time, possessions and even lives. The loyalty to a leader of the organization or team that he or she leads will have an impact on the extent to which he/she is willing to sacrifice.

c. Face any problems

This scene contains a message that the leader and his subordinates have to face problems together and do not run from it. Because they face the problems together, no matter how serious the issues, the matter will be lighter and can be resolved quickly and easily.

d. Firmness/Decisiveness

This scene contains a message that leaders must stand firm against subordinates in the face of a problem that occurs or will occur. Decisiveness in taking decisions will create a solid unity and unity in teamwork. One character of necessary leadership in managing abnormal condition is firmness that is assertiveness in the sense of the ability to plan, run the program, and to monitor and evaluate all programs and policies in accordance with the objectives set previously, without any compromise (Irawan, 2015).

e. Striving to the end

This scene contains a message that the leader and his subordinates had to fight until the end, because it will bring a maximum result. When a leader does his job until the end in the future there will be no regrets as he/she has done the best in the leadership.

f. No giving up in any circumstances

No matter how difficult the problems encountered, as long as not the personnel's do not give up, there would be a way out in the end.

### **Types of the Leadership**

According to Siagian in Baihaqi (2010: 19-22), the types of leadership are divided into five types, namely: autocratic, militarized, paternalistic, charismatic and democratic. From some types of the leadership above, researcher found that the type of leadership that was contained in the movie "FURY" was the type of charismatic leadership. According to Nalasatria, et al. (2013: 183-184), the type of charismatic leadership can be defined as the ability to influence others to utilize the privileges or advantages in the following areas/nature of the leader's personality, causing a sense of respect, awe and the high adherence to his followers.

### **CONCLUSION**

"FURY" is an American film telling about World War II in April 1945 directed by David Ayer. The film was released in 2014 and lasts one hour thirty-four minutes. Besides telling about the war, the film also tells how a leader should lead a team or organization. There are five types of leadership, namely; Autocratic, militarized, paternalistic, charismatic and democratic. From some types of the leadership above, the researcher found that the type of leadership that is contained in the movie "FURY" is the type of charismatic leadership. The messages of the leadership contained

in the movie "FURY" are as follows: perform orders, sacrifice, face any problems, firmness, striving to the end and the last, no giving up in any circumstances.

A relation with educational leadership is a unit that has a close relationship and cannot be separated from one another. Leadership in educational institutions is a very important thing in developing across existing resources, especially human resources. In the development process of activities and education, something like leadership is one tool to achieve the goals that have been planned. In addition, system management, administration and organization is another factor that supports the successful and smooth an educational institution in applying leadership system in order to achieve the goals set.

For a leader generally, the researchers suggest to follow and take the positive things contains in the movie "FURY". The researchers suggest readers to studying leadership topics intensively because it will give a lot of knowledge about how to be a good leader and how to be led a lot. In this movie there are some negative scenes that contain in it. For the society and the movie lovers who watch this movie should not take the negative part of the movie. It should be noted the application the key traits as found in the analysis may be subject to prior cross-cultural comparison or analysis so that misperception is minimized or even avoided.

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