

ABSTRACT

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Study Program: Entrepreneurship

Title : THE ROLE OF LEADERSHIP IN THE IMPLEMENTATION OF THE STRATEGIC TOURISM PLAN FOR PIONEER TOURISM: STUDY AT SUMBER REJO BUMDES

The role of a leader is very necessary in a startup business, especially when the business sector is experiencing shocks such as the Covid-19 pandemic which has made the tourism sector sluggish and even completely dead, so the government is trying to help villages, especially tourist villages through BUMDes. This study aims to analyze the role of leadership in the implementation of a pioneering tourism business strategy plan, seen in the BUMDes Sumber Rejo. This research is a type of qualitative research with case study method and analyzed using narrative technique. The expected result in this study is that the researcher is able to understand the role of leadership in implementing a pioneering tourism business strategy plan through the BUMDes of Sumber Rejo. Vital leadership roles can be filled by people outside the previous leader's family as long as they have the capability. For further research, it can be explored whether the leadership in Penadaran village still comes from the same family.

Keywords: Leadership, Strategic Planning, Tourism Business, Pioneering Stages, BUMDes