

ABSTRACT

Generation Y is currently the largest population in the world and also in the workforce. Edulab is a company with 98% of the the employees are categorized as Generation Y. In managing its human resource, Edulab established a division called Human Capital Development. But, the implemented leadership style on that division has become a negative factor that influences the performance of Generation Y employees in that division. So it is necessary to conduct a research about the leadership style in improving the employees' performance.

This research will be discussing about the leadership style in improving the quality of work, tenacity & endurance work, discipline & attendance, cooperation among colleagues, concern for safety, responsibility for the result of work, and initiative/creativity possessed of the Generation Y employees at Human Capital Development Division of Edulab in Bandung City.

This research is using a descriptive qualitative method, and the data were collected through interviewing the Generation Y employees and the Director of Edulab's HCD, and also through conducting an observation at Edulab's HCD Office in Bandung City.

The result showed that in improving the performance, the leadership style of the Director is Autocratic, especially in improving the work quality, the tenacity and endurance work, responsibility for the result of work, and initiative/creativity possessed. While in improving the cooperation among colleagues, the Director implementing both Autocratic and Laissez-Faire.

This research suggested to improve the performance of Generation Y employees at Edulab's Division of HCD, the Director should give more attention to the needs of employees, and communicating all the activities, and consistent on his attitude towards the employees, and also providing enough chances for the employees to express their ideas and thoughts.

Keyword: Leadership style, Performance, Generation Y, Leader