

ABSTRACT

PT Idea Imaji Persada is a digital advertising agency engaged in the advertising industry. Along with the development of the company, PT Idea Imaji evolved into a Digital Agency in 2009 until now and started its status as a limited liability company with 2 people as shareholders of the company. With the status of a limited liability company and company status that is recorded on the company deed, it allows PT Idea Imaji Persada to expand its business into more than just a digital advertising agency. PT Idea Imaji is required to have effective leadership in carrying out its activities so that it will encourage employees to participate in achievement and improve performance in their respective duties. But in fact at PT Idea Imaji itself, employee performance has decreased and there are disappointments shown by employees to the leadership.

The research method used in this research is quantitative method. The sample used is saturated sample, with the number of respondents as many as 30 respondents. Data collection techniques used were interviews, questionnaires, literature study. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of the descriptive analysis, the Democratic Leadership Style adopted by PT Idea Imaji is classified as good. Based on the results of this study, it shows that the Democratic Leadership Style has a partial and simultaneous effect on employee performance at PT Idea Imaji by 75% while the remaining 25% is influenced by other factors not examined in this study.

Keywords : *Democratic Leadership, Employee Performance*