

ABSTRACT

THE ROLES OF LEADERSHIP IN DEVELOPING RURAL SOCIETY

**(A Study in Banjar Ratu Village of Way Pengubuan Sub District
in Middle Lampung District)**

By

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Leadership is power of aspirational, spirit, and moral creative that is able to influence members to change their attitudes, so that they will be in accordance with leader's desire. In the leadership role, the chief of village has an authority to manage and regulate his society interests based on local cultural and social conditions. The objectives of this research were: (1) to find out descriptions about the roles of leadership in Banjar Ratu village of Way Pengubuan sub district in Middle Lampung district, especially the roles of chief of village in developing rural society; (2) to find out inhibiting factors of leadership in the roles of chief of village in Banjar Ratu village of Way Pengubuan sub district in Middle Lampung district in improving rural society development.

This was a descriptive research with qualitative approach. The research results were emphasized on describing objectively about the studied objects. However, to obtain wider benefits in this research, the researcher besides using facts, he also interpreted facts qualitatively. The results showed that the roles of leadership in rural society development in Banjar Ratu village were not yet effective, because the role of leader as a communicator failed as physical and nonphysical developments were imbalance, and the chief of Banjar ratu village failed to be a good mediator because his attitude showed that he did not respond immediately on mitigating challenge and threats so that conflicts were inevitable.

Keywords : Leadership roles, rural society development.