

# Analisis peran kepemimpinan Bupati dalam pelaksanaan Program One Village One Product (OVOP) di Kabupaten Wonosobo, Jawa Tengah: Studi peran kepemimpinan menggunakan teori mintzberg = Analysis of regents leadership role in the implementation of One Village One Product (OVOP) program in Wonosobo, Central Java: Study of mintzberg's leadership role theory

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## Abstrak

One Village One Product (OVOP) merupakan pendekatan pengembangan potensi daerah di satu wilayah untuk menghasilkan satu produk yang khas dan unik dari sumber daya lokal tetapi dapat bersaing secara global yang diperuntukan untuk mewujudkan pembangunan ekonomi kerakyatan guna meningkatkan taraf kehidupan dan kesejahteraan masyarakat setempat. Dalam mewujudkan pengembangan ekonomi lokal tersebut diperlukan adanya peran dan komitmen dari pimpinan daerah guna pengembangan komoditas unggulan daerah melalui pendekatan One Village One Product (OVOP). Penelitian ini sendiri bertujuan untuk menganalisis peran kepemimpinan bupati dalam pelaksanaan program One Village One Product (OVOP) berdasarkan teori peran kepemimpinan yang dikemukakan oleh Mintzberg (1973). Pendekatan penelitian ini menggunakan pendekatan positivist. Penelitian ini dikategorikan ke dalam penelitian deskriptif, murni, cross-sectional dan studi lapangan melalui metode wawancara mendalam dan studi kepustakaan. Berdasarkan hasil penelitian peran kepemimpinan bupati dalam pelaksanaan OVOP di Wonosobo meliputi figurehead, leader, liaison, monitor, disseminator, spokesperson, disturbance handler, ressource allocator, dan negotiator.

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One Village One Product (OVOP) is a regional development approach to produce a distinctive and unique local products but can compete globally which is intended to realize the social economic development and achieve equitable prosperity for its local community. In realizing local economic development, commitment and the role of regional leaders are needed to realize the development of regional's commodity approach through the One Village One Product (OVOP) program. This study aims to analyze the regent's leadership role in the implementation of One Village One Product (OVOP) which is based on leadership roles theory by Mintzberg (1973). This research is using a positivist approach. This research is categorized into descriptive study, pure, cross-sectional, and field study through in-depth interviews and literature study. Based on the research results, regent's leadership role in the implementation of One Village One Product (OVOP) in Wonosobo includes figurehead, leader, liaison, monitor, disseminator, spokesperson, disturbance handler, ressource allocator, and negotiator role.