

# Analisis Leadership Emergence dan Kreativitas Karyawan pada Perusahaan Event Organizer dan Content Creator Menggunakan Analisis Jaringan Sosial = Analysis of Leadership Emergence and Employee Creativity on Event Organizer and Content Creator Company Using Social Network Analysis

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## Abstrak

Tujuan dari penelitian ini adalah menganalisis hubungan antara leadership emergence dan kreativitas karyawan pada perusahaan event organizer dan content creator dengan menggunakan analisis jaringan sosial serta memberikan rekomendasi alternatif bagi industri untuk meningkatkan leadership emergence antara karyawan dan meningkatkan kreativitas karyawan untuk merespon terhadap perubahan. Penelitian ini dilakukan pada enam perusahaan yang termasuk kategori event organizer dan content creator dengan total jumlah responden sebanyak 73 orang. Untuk mengukur leadership emergence, penelitian ini menggunakan analisis jaringan sosial dengan melihat nilai kepadatan jaringan dan nilai centrality masing-masing perusahaan untuk mengidentifikasi aktor-aktor yang berpengaruh dalam proses leadership emergence. Pengukuran hubungan antara leadership emergence dan kreativitas karyawan dalam penelitian ini menggunakan nilai pearson correlation test. Hasil penelitian menunjukkan bahwa terdapat hubungan antara leadership emergence dengan kreativitas karyawan pada perusahaan event organizer dan content creator serta jaringan kepemimpinan karyawan perusahaan event organizer dan content creator terdesentralisasi .....

The purpose of this study is to analyze the relationship between leadership emergence and employee creativity in event organizer and content creator companies using social network analysis and provide alternative recommendations for the industry to increase leadership emergence among employees and increase employee creativity to respond to change. This research was conducted on six companies that are included in the category of event organizers and content creators with a total number of 73 respondents. To measure leadership emergence, this study uses social network analysis by looking at the network density and centrality values of each company to identify the influential actors in the leadership emergence process. Measurement of the relationship between leadership emergence and employee creativity in this study used the Pearson correlation test. The results show that there is a relationship between leadership emergence and employee creativity at event organizer and content creator companies, also employee's leadership networks at event organizer and content creator companies are decentralized.