

## **TRANSFORMATIONAL LEADERSHIP IN IMPROVING THE MOTIVATION AND PERFORMANCE OF ORGANIZATIONAL MEMBERS**

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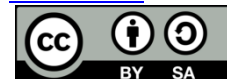
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### **ABSTRACT**

Transformational leadership is a leadership style that focuses on the leader's ability to inspire, motivate, and encourage positive change in organizational members. This study aims to examine the effect of transformational leadership on increasing the motivation and performance of organizational members. The method used in this study is a qualitative approach with literature study techniques from various journals, books, and relevant scientific articles. The results of the study indicate that transformational leadership has an important role in creating a productive work environment, increasing member loyalty, and building higher work morale. In addition, transformational leaders are able to provide a clear vision, build good communication, and be a role model for organizational members. Thus, transformational leadership can be an effective strategy in improving the quality of human resources and organizational success.

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