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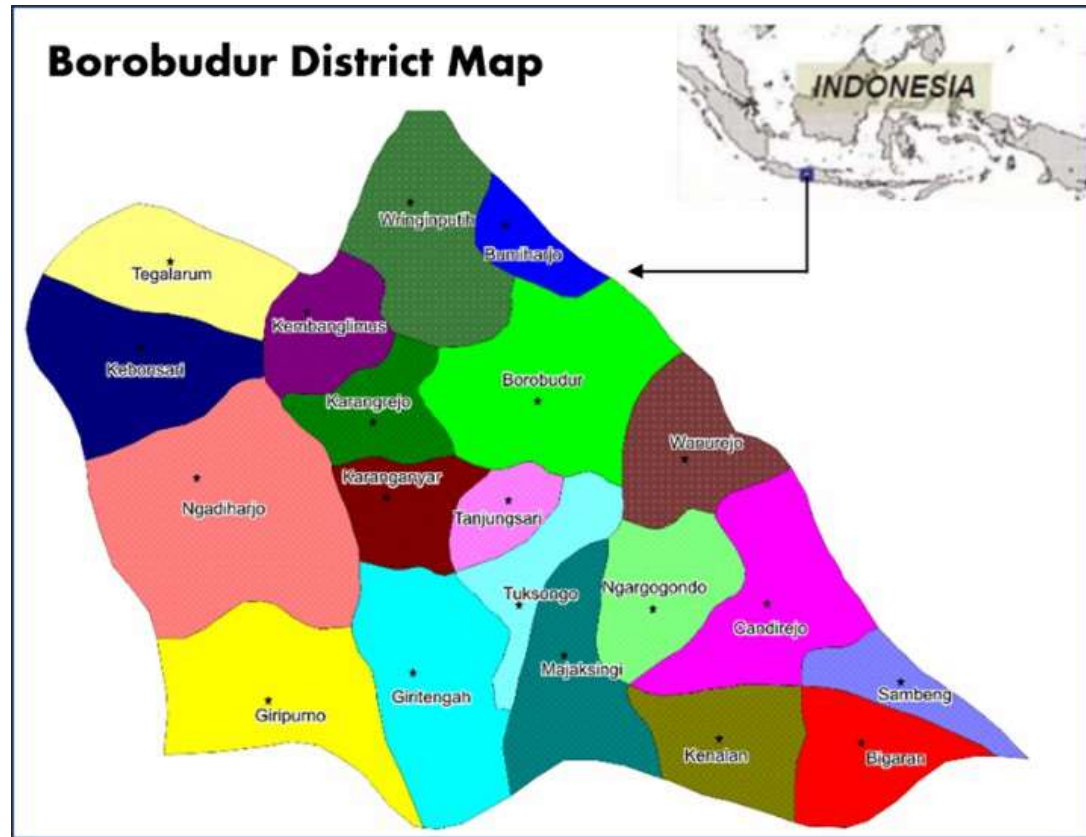
# Characteristic of Leadership (A Case on Borobudur Cluster Tourism)

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# INTRODUCTION



- Tourism business activities at Borobudur Temple are served by PT Kawasan Candi Borobudur.
- the community around the temple also saw an opportunity to gain revenue.

# Introduction (2)

- In Borobudur villages, the organization of the cluster is called the Forum Rembug Klaster (FRK). Its Borobudur Cluster Tourism
- The Leader is Kirno Prasojo

## Theories :

- Flexibility
- Be humble
- Focus
- Make a decision
- Stand by the decision
- Vision
- Self-confidence
- Ownership
- Positivism
- Salesmanship
- Self-awareness
- Listening ability

# Methods

- This research was conducted in Magelang Regency, specifically in the Borobudur Sub-district.
- The data analysis for this research utilized a descriptive analysis

# FINDING AND DISCUSSION

- The cluster leader possesses twelve characteristics of entrepreneurial leaders..
- Cluster leaders with entrepreneurial leadership characteristics mobilize cluster members.
- Cluster leaders consistently set a good example in business, transmit positive energy, and communicate the cluster's vision.

# CONCLUSIONS

- The Borobudur Cluster leader possesses twelve characteristics of entrepreneurial leaders.



# ACKNOWLEDGMENT

- <sup>1</sup> This research was funded by Bappeda Central Java in the RUD Scheme 2022.
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