

THE LEADERSHIP OF TWO CHARACTERS IN *TRANSFORMERS* MOVIE

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ABSTRACT

This research studied the character of two leaders in *Transformers* movie. There are six movies of *Transformers*, but the writer only took four movies sequel as the object research is because the changed story and character in the fifth and the sixth movies. The subject of this research is Optimus and Megatron character. There are two objectives in this research, the first is the leadership of two leaders and the second is the character of two leaders. The writer used the leadership theory into three categories the first category is Dilts' model of leadership, the second category is Davis' form of leadership theory and the third category is Stogdill's characteristic of leadership. Meanwhile to find the character of two leaders, the writer used Johnson's indirect characterization theory that consists of five methods namely is speech, thoughts, effect to other characters, action and looks. This research is categorized as descriptive qualitative that consists to data in the form of words and sentences. The data are dialog of script in movie. The results of this study, the writer found the different leadership and character two leaders. The writer found their characters and leaderships by seeing the interaction between leader and follower in movies. Optimus Prime's leadership categorizes in macro leadership, leadership positive form and all of leadership characteristic. Optimus characters defined as moral character. Meanwhile Megatron's leadership categorizes in meta leadership, leadership negative form and all of leadership characteristic. Megatron characters defined as immoral character.

Keyword: leadership, leader, qualitative research, *Transformers* movie

ABSTRAK

Penelitian ini mempelajari tentang dua karakter pemimpin di filem *Transformers*. Ada enam filem *Transformers*, tetapi penulis hanya mengambil empat dari filem tersebut karena perubahan cerita dan karakter pada filem kelima dan keenam. Subjek penelitian ini adalah karakter Optimus Prime dan Megatron. Terdapat dua objektif dari penelitian ini, pertama adalah kepemimpinan dari dua pemimpin dan yang kedua adalah karakter dari dua pemimpin. Penulis menggunakan tiga kategori teori kepemimpinan, kategori pertama adalah model kepemimpinan dari Dilts,

kategori kedua adalah bentuk kepemimpinan dari Davis dan kategori ketiga adalah karakteristik kepemimpinan dari Stogdill. Sementara itu untuk menemukan karakter dua pemimpin, penulis menggunakan teori karakter tidak langsung oleh Johnson yang terdiri dari lima metode yaitu, perkataan, pemikiran, efek ke karakter lain, tindakan dan penampilan. Penelitian ini dikategorikan sebagai penelitian kualitatif deskriptif yang beracuan pada data yang berbentuk kata – kata dan kalimat. Data penelitian ini adalah skrip film. Penulis menemukan karakter dan kepemimpinan mereka dengan melihat interaksi antara pemimpin dan pengikut didalam film. Kepemimpinan Optimus Prime dikategorikan sebagai kepemimpinan macro, bentuk kepemimpinan positif dan masuk dalam semua kategori karakteristik kepemimpinan. Karakter Optimus didefinisikan sebagai karakter yang bermoral. Sementara itu kepemimpinan Megatron dikategorikan sebagai kepemimpinan meta, bentuk kepemimpinan negative dan masuk dalam semua karakteristik kepemimpinan. Karakter Megatron didefinisikan sebagai karakter yang tidak bermoral.

Kunci kata: *kepemimpinan, pemimpin, penelitian kualitatif, film Transformers*

A. INTRODUCTION

Literary work is a work that relevant with the words as raw material to create a story in a meaningful pattern. The literary work can be a drama, a fiction, essays, biography or journalism and so on. The fiction text usually related to the imagination of the writer. Meanwhile, the non-fiction text referred to real facts without involving the writer imagination. The study of literary work is related to the way of literate person sees and analyses the work in question. It is same about the study of film.

Film or movie is similar to fiction text like novels or short stories. It is included the same genres such as: romantic, historical, detective, thriller, adventure, horror and science fiction. Along with the literary elements such as plot, setting, characterization, structure, and theme, there are many different film techniques that used to tell the story or narrative. Film used the techniques in element of sound, music, lighting, camera angles, and editing (Bork).

Transformers movie is directed by Michel Bay and came with six squeals movie but the writer only took four squeals for research. The reason is because the changed character in the rest squeals. The original story of *Transformers* came from Hasbro. This movie has two main characters namely is Optimus Prime as protagonist and Megatron as the antagonist. These two characters have the same role as the leader. This movie story is focused on conflict between two groups alien that leaded by these two leaders. In order

to fulfill the purpose of each other, these leaders are tried to win and defeat each other. In the plot of story which shows many scenes that related to these characters, is used to answer the research questions.

Leader and leadership are connecting each other. It is the leader's way to lead his follower. As the subject of this research, the two leaders have their own leadership to lead their follower. Meanwhile within their leadership, there is nature of leader which portrayed in it. Every leader has his way of leadership because every leader tends to has different perspective. This research is divided the research question into two categories, the first is what kind of leadership that the two main characters used and the second is how the character of these two leaders in their leadership.

Leadership and literary work are connecting each other. The leadership is referred to leader's way and leader is referred to the person or the character role like in literary work. Meanwhile in literary work, character can be defined as any person, animal, or figure represented in a literary work. So leadership is a part of the character in literary work. Since the literary work is a fiction text that related as any kind of imaginative re-creation of life. The leadership theories in this research classify into several categories namely model, form and characteristic of leadership. This research used Dilts' model of leadership theory, Davis' form of leadership theory and Stogdill's characteristic of leadership theory. Meanwhile to defined two leaders' character, the writer used literature theory such as characterization.

B. RELATED LITERATURE

1. Literary works

Literary works are often classified as fiction because they involved an imagination of writer in it. As an element of imagination, a film can also be categorized as fiction in literary works. In film, there are plays or act like a drama and there is a story in textually like a novel. In other words, film is a modern literary work. The fiction idea comes from writer imagination which has events that never actually happen in real life, some of the fiction writers aim to seek for demonstrating meaningful insight into the human condition in implicitly (Hallett 1).

Characters in fiction can be conveniently classified as major, minor, static and dynamic. A major character is an important figure at the center of the story's action or theme. The major character is sometimes called a protagonist, which conflict with an antagonist and may spark the stories conflict. The one who supports the major character is secondary or minor characters whose function is partly to illuminate the major characters. Minor characters are often static or unchanging: they remain the same from the beginning of a work to the end. Dynamic characters, on the other hand, exhibit some kind of change of attitude, purpose, behavior, as the story progresses.

Characterization means which writers present and reveal characters by direct description, by showing the character in action, or by the presentation of other characters that help to define each other (Hallett 1). There are two types of characterization, direct and indirect. Direct characterization tells the audience what the personality of the characters directly rather than use an implicit idea about personality characters (Hallett 1). Indirect characterization shows personality features of character or indirectly shows personality from characters. There are five different methods of indirect characterization, often remembered by the acronym **STEAL (speech, thought, effect on other character, action and looks)**

Genre means a type of art, literature, or music that characterized by specific form, content, and style. For example, literature has four main genres: poetry, drama, fiction, and non-fiction. In this case, film is similar to fiction text like novel and short stories. In film and fiction text are include the same genres such as: romantic, historical, detective, thriller, adventure, horror and science fiction. However, film also included sub-group of genre such as: action, comedy, tragedy, western and war (Bork 2)

The irony is not so much an element of fiction as a hidden quality in it. It may appear in fiction in three ways: in a work's language, in its incidents, or in its point of view. Irony always involves a contrast or discrepancy between one thing and another. The contrast may be between what is said and what is meant (verbal irony), what is expected to happen and what actually happens (situational irony) or between what a character believes or says and what the reader understands to be true (dramatic irony) (Hallett 1).

The plot is the action element in fiction, is the arrangement of events that make up a story. Many fictional plots turn on conflict, or struggle between opposing forces, that is usually resolved by the end of the story. Plot has three main parts: rising action, climax, and falling action leading to a resolution or denouement.

Setting is a description of where and when the story takes place. The major elements of setting are the time, the place, and the social environment that frames the characters. Setting is a fundamental aspect of fiction, along with plot, character, theme, and style. The setting provides the backdrop to the story and helps create a mood (Hallett 2).

A symbol is a person, object, image, word, or vent that evoke a range of additional meanings beyond and usually more abstract that is literal significance. Symbols are devices for evoking meanings that are widely recognized by a society or culture (Hallett 2).

A conflict in literature is defined as any struggle between opposing forces. Usually, the main character struggles against some other force. There are two types of conflict, the first is an internal conflict and the second is external conflict. The internal conflict is the struggle that occurs inside a character and the usually is protagonist or main character. The external conflict is a conflict that occurs in the outside of protagonist character.

2. Leadership

Leadership is a way for people to lead and influence others to reach a goal or purpose. According to Dilts, leadership is essentially related to a person's skills, abilities, and degree of influence (5). Another opinion with the same point with Dilts, Eisenhower is famously quoted as saying "leadership is the art of getting someone else to do something you want to be done because he wants to do it." other same point opinion by Stogdill "Leadership is the process of influence group activities toward goal setting and goal achievement".

a. Leadership Model

Leadership Model helped the researcher to understand which model that matches with the two characters. It helped the researcher finds the answer to the first research question that relevant to the characteristic of leadership by two characters. There are three categories namely **meta**, **macro** and **micro** leadership. Meta leadership is a leadership that makes leader and follower have one vision and share the enthusiastic or joy to reach that vision. Macro leadership is a leadership activity that can influence individuals by linking them to the entity – be it the whole organization or just a division, department or group. The leader influences the individual by supplying the subordinates with answers to such questions as what this organization is all about. Where do I fit in? How am I valued and judged? What is expected of me? Why should I commit myself? In the process, the leader creates a committed member of the organization (3). Micro leadership is focuses on the choice of leadership style to create an efficient working atmosphere and obtain willing cooperation in getting the job done by adjusting one's style on the twin dimensions of task and relationship behavior.

b. Leadership Form

There are two categorizes in leadership form namely, **positive** and **negative** leadership. In this positive leadership, leaders give a function for his follower as an element of a successful goal. A leader not only give an order, but he gives explain, needs and freedom to his followers to do their job. In this negative leadership, leaders use his power to make his follower afraid and follow his lead. The order from the leader is absolute must they do.

c. Leadership Characteristic

There are four categorizes in leadership characteristic namely, **leadership as form of persuasion, as personality, as act or behavior** and **as power of relation**. Leadership as form of persuasion means to do act to persuade, influence or convince people to follow the same way. However It different case with persuasion in leadership, it required "communication skill and charismatic" from the certain leader (Bao 12). Leadership as personality means the "ability to influence". It refers to personal ability, therefore leadership is a

way of leader to lead people and “leadership is made not born” (Dilts 2). Every leader has their own way of leadership and it different from each other. Leadership as act or behavior means how leader does toward their follower in his leadership. Leadership as power of relation means leadership is a process that made a connection or relation. In the leadership process, interaction is to build a connection to gain trust.

C. RESEARCH METHOD

This research method is categorized as literary research that concerned with “defining, classifying, analyzing, interpreting, and evaluating works of literature” (Abrams 49). This research is descriptive qualitative research. According to Jones and Bartlett, qualitative method is a research method that investigates the experience, social processes, and subculture of the research object. Furthermore, the result of the data would be presented in forms of words and sentences instead of numerical data (38).

The main data source is the movies script of *Transformers* 1 – 4 that directed by Michael Bay and *Transformers Prime* from Hasbro. The data writer is narration and action in films. The writer chooses these data source because it is strongly related to the research main question which explains about two leader characters and their leadership. The data is in form of words from movie’s script.

The writer observed the film *Transformers* to gather related data as many as possible. There are a few steps that the writer does; the first steps the writer watched the film while reading the script. The second steps, the writer took a note to write the important action, words from movie’s script.

The beginning of data collection is data reduction; the writer selected, focused and classified the necessary data. The writer takes the list data relevant and discards unnecessary data. The next in data display, the writer is organized, compressed and assembled all the information that permits conclusion drawing. The data which has been collected is organized accordance to their function. These steps are helps the writer to find a conclusive answer from the research question.

This research used the Triangulation. It is method of validating research by used variation of statement to strengthen other statement and make it a trusted research. According to Yasmin, Triangulation is a process of verification that increases validity by incorporating several viewpoints and methods

D. FINDING AND DISCUSSION

1. Optimus Prime Leadership and Character

a. Leadership Model

Macro leadership is fitted to be the model of Optimus Prime's leadership because he made his followers affected with the persuasive answers. It is shown in the dialog below:

IronHide : Why are we fighting to save the humans? They are primitive and violence species."(01:34:20)
Optimus : **Were we so different? They're a young species. They have much to learn. But I've seen goodness in them.**"(01:34:30)

The setting of this scene tells the audience about the event that happens or develops in the characters. The event when Optimus' follower catches by human. This setting refers to the social environment because this scene leads to social setting that makes the character develop by the event.

The director creates this event to make the audience know how the main character acts toward this event. The element of fiction, irony is always involves a contrast or discrepancy between one thing and another. The contrast or discrepancy refers to Optimus' followers that states about the human. Their words are that actually the contrast of what is said and what is meant. This event related with verbal irony that refers to the last sentence in this scene. It refers to what actual happens.

Optimus Prime's leadership showed the power of persuasion to his comrade and raising their teamwork atmosphere. He answered the question of his comrades when they felt unsure about something for instances; their reason to fight. The reason why they felt like that is because of their leader's attitude toward the human. When Optimus answered the question, it refers to the definition of macro leadership that is stated "The leader influences the individual by supplying the subordinates with their answers".

b. Leadership Form

Optimus Prime's form of leadership is fitted with positive form. This form defined leadership as a leader who gave a function for his follower as an element of a successful goal. A leader did not only give an order, but he gave an explanation, needs, and freedoms to his follower to do their job. It is shown in the scene below:

Bumblebee : Permission to speak, sir?
(02:12:49) Optimus: **Permission granted, old friend.** (02:12:52)

Bumblebee : I wish to stay with the boy.(02:12:57)
Sam : If that his choice (02:13:00)

Optimus : ***Optimus allowed Bumblebee wish to stay with Sam**

This scene was taken from the final scene of *Transformers* first movie. This plot is falling action at the end of movie. Bumblebee, one of Optimus' followers was asking a request to Optimus. He wanted to stay with the boy (Sam Witwicky) in the earth. The verbal irony refers to Optimus' choice when he granted his follower wish. He says what actual he means in his words. The choice of Optimus to grant Bumblebee wishes referred to the definition of positive leadership which state that "leader gives needs and freedom to his follower". He gave his follower the freedom to make a choice, rather than forced them to do their job.

c. Leadership Characteristic

I. Leadership as persuasion

Optimus Prime characters as a leader showed this quality in a scene that matched with this characteristic. The scene where he is convinced his follower to understand his command. It was shown through in the dialog below:

Jazz : Optimus, are we just gonna stand here and do nothing?
(01:28:49)
Optimus : **There's no way to free Bumblebee without harming the humans.**(01:28:55)
Jazz : But it's not right. He... (01:28:59)
Optimus : **Let them leave.** (01:29:02)

This is a conversation between Optimus and his follower (Jazz), this is an indication from the characteristic of leadership form of persuasion. Jazz who was asking about the reason of his command before, asked again to Optimus. It looked like he is still cannot accept the reason that Optimus gave to him before. Jazz asked again with the same question about Bumblebee who has been taken by the humans. He thought that Bumblebee will become human experiment if he was not saved. Optimus tried to give a reason to make his follower understand. He said, "Bumblebee will die in vain if we don't accomplish our mission, it is what Bumblebee wants to sacrifice himself". The reason that Optimus gave this answer is to convince them to not breaking the team.

II. Leadership as Personality

Leadership is the ability to influence others. The words "ability to influence" in here means personal ability. It can be learned and copied from someone. . The scene below is a conversation between Optimus and Sentinel in *Transformers (Dark of the Moon)*. This conversation referred to the definition of leadership as personality.

- Optimus : You were our leader, Sentinel. It is your right to lead us again (00:57:04)
- Sentinel : **In a world I do not know, I am no longer your teacher, Optimus you are mine.** (00:57:10)

This scene told us about the connection between Optimus and his mentor (Sentinel). As a student of Sentinel, Optimus tried to give leader position to Sentinel, because he respected him as his mentor but Sentinel refused Optimus' offer. Optimus' leadership is mixed together with the way his teacher taught to him, for instances "freedom is for anybody" that he mentions in *Transformers Dark of the moon* and "fights for the weak" (02:16:13).

III. Leadership as Act or Behavior

This characteristic can only be seen in the follower's eyes. This scene showed Optimus indirectly acknowledged by his follower and thought him as a worthy leader. This is the scene when he came back from his hiding and calling the rest of Autobots, in the scene the *Transformers Age of Extinction*:

- Optimus : Calling all Autobots. Calling all Autobots. (00:51:16)
- Hound : **Oh, yeah! Hell, yeah! He's back! He's alive! Optimus is here!**
(00:52:37)
- Drift : **At last. There is hope after all.**(00:52:55)
- Crosshairs : **Yeah. Mr. Leader of the Free Galaxy is back. I knew you'd make it. I never doubted.** (00:53:18)

This scene told us about how excited Optimus' followers after known his leader were still alive. They all knew how great Optimus Prime as a leader. That is why they felt excited to meet Optimus again.

IV. Leadership as Power of Relation

The power of relation made leader job easier for leader to influence others. Sharma says "Normally the greater the interaction, the greater the liking" (see in pages 18). So in order to make a good connection with others, the leadership processes by interacting with someone first. In this story, Optimus Prime made the first contact with a human for his mission.

Optimus : "My name is Optimus Prime the leader of Autobot" **the first time Optimus meets with Sam and introduced himself** (01:04:01)

He made a contact with Sam Witwicky and he told him about his mission and his identity. In order to make relation with human, Optimus told Sam about his reason coming to earth and he told that Autobots were not a threat for human.

d. Optimus' Character in His Leadership

Optimus Prime is a moral character. The definition of moral character refers to personal history of honesty, fairness, and respect for the rights of others and for state and federal law (Cohen 8). Another said that moral character is the existence of integrity, courage, fortitude, honesty, and loyalty (John). These definitions have the same point that refers to moral characters. So the definition of moral characters is the existence of honesty, fairness, and respect for the rights, integrity, courage, fortitude, and loyalty.

Moral character in Optimus' dialog script described through of his honest and respect for the rights of others. The honesty shown in his words "were we so different"(01:34:30), Optimus wanted to let his followers know about the nature of his race and the human race are same, he honestly told the truth and the fact of what they are. Another aspect of moral character is the respect for the rights of others which is shown in this words "they are young species, much to learn and still have goodness in them" " (01:34:33), By seeing this aspect of human, Optimus Prime knew that human also has their right to live and change. No matter how bad they were before, Optimus still believe that human can be good.

2. Megatron Leadership and Character

a. Leadership Model

Meta leadership is fitted to be a model of Megatron's leadership. According to Dilts, this model explained about a leader who shared the enthusiastic or joy with his follower by linking individual vision into leader vision. The Leader, who shared his vision such as a plan to his follower, has portrayed in Megatron's action in the scene below:

Starscream : So when Sentinel left Cybertron, It was to defect?(01:15:06)

Megatron : **He was meant to meet with me here on Earth. The only way to revive him, we needed Prime and his Matrix.**(01:15:10)

Starscream : **Excellent strategy so impressive my master! Such a brilliant scheme** (01:15:22)

After hearing their leader's brilliant plan, Starscream and other Megatron's followers praised him and replied with joy. By sharing leader vision, it can unite the follower vision toward the same way as their leader. In his follower words, it showed how his followers felt enthusiastic or joy after hearing the plan. This reaction from his follower is really described well in Megatron's meta leadership.

b. Leadership Form

Megatron leadership form is negative leadership. This form is leadership about a leader that used his power to make his follower afraid and follow his order. The order from a leader is an absolute thing they must do. This scene

below showed how he used his power to intimidate his follower in *Transformers 2 Revenge of the Fallen*:

Starscream : Lord Megatron, I was so relieved to hear of your resurrection. (00:41:36)

Megatron : You left me to die on that pathetic insect planet. (00:41:41)

This is the scene when Megatron is resurrected by his follower after lost the fight with Optimus. Megatron came home to the base of Decepticons. Then he met his secondary commando (Starscream) who welcomed him. The upset feeling that Megatron had toward Starscream came because Starscream left him behind and died on the earth. Megatron is violating his follower Starscream. He did it on purpose for keeping on his follower loyalty to him.

c. Leadership Characteristic

I. Leadership as Persuasion

In Megatron's characters, persuasion is not important if not really necessary. He used violence more to gain something, but there was a scene where Megatron used the persuasion. This is the scene when he negotiated with Sentinel Prime about certain condition to work together. The scene below is in *Transformers 3 The Dark of The Moon*:

Megatron : **This is the victory I promised you so many years ago, where we rebuild Cybertron together!** (01:42:18)

Sentinel : I have deigned to work with you that our planet may survive! (01:42:28)

Megatron's words mention about his promise with Sentinel long time ago, he made a promise for cooperated with Sentinel or he **persuaded** Sentinel. Even though Megatron often used violence to gain something, sometimes he also used the power of persuasion to get what he wants. The reason he persuaded Sentinel because he knew that no other option to win the solution and Sentinel is the only one who knew what Megatron wanted.

II. Leadership as Personality

Leadership as personality refers to the personal ability of the leader. Megatron's leadership used violence toward his follower but it is probably because he learned it from someone. The leadership that he learned influences the way and how he leads his follower. This scene below tells about Megatron's mentor, he mentions the things that he taught to Megatron

Megatron : My master, I failed you on earth (00:42:10)

The Fallen : **You have much to learn My disciple** (00:42:20)

(The Fallen replies and mention that Megatron is his disciple. He tells him to learn from his mistake).

This dialog referred to the Fallen that mention Megatron is his “disciple”. So, in other words, he taught something to Megatron. In the story of Megatron’s past, there is a character that he inspired and learned to be like him, that is why the reason he become bad character. So what Megatron did as a leader or his character is reflected from what he learned.

III. Leadership as Act or Behavior

Leadership is a leader’s way to lead a group of people to reach certain purpose. It can be seen as an act or behavior from the leader toward his follower. This characteristic only can be seen in the follower’s eyes. In Megatron’s cases, his characteristic described as a strong and capable leader. The ability he had made his followers decided to approve him as their leader.

First, Megatron the strongest character among them, “he is the champion of gladiator in Cybertron” (Ratched, *Transformer Prime* Series ep:26). Second, he is not only strong, but Megatron is also clever characters. It made the possibility of winning was higher with Megatron

All in all, when we see leader’s capability in Megatron, others believed to follow the strongest side to win or to their own safety and also thought to follow his lead because the intellect that he had to win this war.

IV. Leadership as Power of Relation

In order to make the job of leader easier, this leadership needs interaction first and it depends on what kind of the interaction. So it can make a good connection to gain a trust. In Megatron’ cases, what he did may not be a good interaction to gain trust. He did the interaction toward some human by gaining the connection after threatening them. He suggested a safety reward to them and would not kill them if they did not refuse.

In the scene when Megatron ordered his minions to threaten someone called Jerry Wang to do something (**Megatron’s minion threatening someone, 00:43:04, Threaten Transformers, Dark of the Moon Movie, Micheal Bay**). He made a deal with this man, to guarantee his life if he did whatever he ordered to. In the end, this man betrayed Megatron’ orders and planned to take back his freedom by exposing Megatron’s plan to Sam.

In another scene of interaction that Megatron did but with different method instead of using threat The interaction in this scene used a profit of reward from working together (**Dylan proclaims himself as a loyal follower, 01:15:06, proclaim (Transformers, The Dark of the Moon Movie, Micheal Bay)**). In other words, Megatron suggested a reward for work to him. In the end Dylan did not betray Megatron until the end of his life because he followed his desire to live in the new world. He is different with Wang, he chooses a side because of his own will.

All in all, the different kind of interaction made different outcome just like what Megatron did in this section. He did two different methods of interaction

and he got a different result

d. Megatron's Character in His Leadership

As a leader, the way of his leadership is not as soft as Optimus Prime. He used violence toward his own follower, in order to make them right on way and control them with fear. Violence can be defined as behavior that involves physical force, intended to hurt, damage, or kill someone or something (Oxford Dictionary). Violence is described in the movie's scene, when he beats his follower because their mistake. He did violence act toward his follower. Like the scene in *Transformers 2 (Revenge of the fallen)* when Megatron beat his follower Starscream for his mistake. The scene is served below:

Starscream : Lost the boy, Master. The Autobots must be shielding the signals. (01:03:33)
Megatron : I can't even rely on you. (01:03:37)
Starscream : **Sorry.** (01:03:39)
Megatron : **No!** (01:03:40)

This is the scene when Starscream failed to bring Sam for Megatron. Megatron was angry toward Starscream and then he used violence toward Starscream for punishment. The reason behind Megatron's action toward his follower, so they can understand the true meaning of his order is to success the mission.

As the antagonist characters with bad personality, Megatron is a capable and clever leader. As far of *Transformers* story, Megatron came with many scenes of plan to succeed his revolution, for example in *Transformers 1* Megatron planned to make a huge army with cube on earth, *Transformers 2* Megatron planned to cooperate with the fallen to take the matrix and active the ancient weapon to destroy the sun, *Transformers 3* Megatron planned to cooperate with Sentinel to win the war and restore Cybertron.

Megatron explained as ruthless and intellect character, he was able to gather many followers because of his intellect and earned their respect. There is another scene that proved Megatron as an intellectual character. The story of him when he was still a good character, Megatron joined into the politics in Cybertron to propose his vision to the council (*Transformers Prime*, Episode 42, 00:17:12)

E. CONCLUSION

The researcher concludes that Optimus Prime, used the model of macro leadership, the form of positive leadership and the leadership characteristic of persuasion, personality, act or behavior and relation He used his leadership to influence his follower by gain an understanding and it is the best priority of him to used this kind of leadership, rather than using his power to creating a

fear to force his follower. He used leader's power by not forcing his follower to obey or lead them with fear. Optimus showed his character through his leadership as a moral character. It was portrayed by how he influenced with communication for understand each other and the way he cares with his follower.

Meanwhile in Megatron's leadership, he used the model of meta leadership, the form of negative leadership and the leadership characteristic of persuasion, personality, act or behavior and relation. Megatron's leadership is rarely using communication by gain an understanding and lead his follower with fear and his power. Megatron proves himself as worthy leader by showed his dominance power. Megatron's character, the leadership that he showed is as immoral character. It was portrayed by how he used fear and violence to control his follower. He is careless about his follower feeling toward his action. He sees his follower as tools to reach his purpose.

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