

RINGKASAN EKSEKUTIF

LIMA Basketball merupakan kompetisi olahraga basket tingkat mahasiswa/i yang diadakan oleh perusahaan Bina Mahasiswa .LIMA Basketball diadakan selama tiga bulan di tiga kota berbeda yaitu Jakarta, Yogyakarta & Surabaya. Proses pelaksanaan hingga pelaksanaan LIMA Basketball 2023 masih mengalami kendala yaitu kualitas sumber daya manusia yang buruk. Dalam penelitian ini, penulis menargetkan perbaikan yaitu mengadakan crowdsourcing internal. Setelah penulis melakukan penelitian lebih mendalam , ditemukan akar penyebab dari masalah yang muncul yaitu gaya kepemimpinan baru yang masih belum dapat beradaptasi. Dengan pengimplementasian perbaikan ini, penulis berharap pelaksanaan crowdsourcing internal dapat membantu adaptasi karyawan terhadap gaya kepemimpinan yang baru. Tidak hanya itu, harapannya agar Liga Mahasiswa dapat lebih maju dan membawa dampak positif bagi seluruh atlet. mahasiswa di Indonesia yang ingin melanjutkan jenjang karir menuju basket profesional.

EXECUTIVE SUMMARY

LIMA Basketball is a student-level basketball competition held by the Bina Mahasiswa company. LIMA Basketball is held for three months in three different cities, namely Jakarta, Yogyakarta & Surabaya. The implementation process until the implementation of LIMA Basketball 2023 still experiences obstacles, namely the poor quality of human resources. In this study, the author targets improvements, namely holding internal crowdsourcing. After the author conducted more in-depth research, the root cause of the problem that emerged was found, namely a new leadership style that was still unable to adapt. By implementing this improvement, the author hopes that the implementation of internal crowdsourcing can help employees adapt to the new leadership style. Not only that, it is hoped that the Student League can be more advanced and have a positive impact on all student athletes in Indonesia who want to continue their careers towards professional basketball.

