CHARACTER-BASED LEADERSHIP IN IMPROVING THE QUALITY OF HIGHER MANAGEMENT

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ABSTRACT

The leader has the characteristics, habits, temperament, character and personality of his own unique and distinctive so that his behavior and style that distinguishes him from others. This style or style of life will definitely color his behavior and leadership type. Leadership is an aspirational force, a creative spirit, and a moral force, which is able to influence members to change attitudes, so that they are in line with the wishes and aspirations of the leader. Some types of leadership in general are autocratic, charismatic, laisser faire, democratic, to make quality improvements. But if every time and in every case you have to give orders or directions, it will cause difficulties, because every time you want to do a good job it must be with the leadership's orders, and if there is no order from the leadership the work is not done well, then continuous improvement of the quality of performance will be difficult to implement. A leader motivates followers through a leadership style based on Indonesian Local Wisdom, namely a character-based leadership style in realizing this, currently a leadership management style that integrates 18 character building values into the leadership style of PT management is achieved so that the vision and mission of the College is achieved character based, leadership model, quality improvement, higher education, motivation.

Keywords: character-based, higher education, leadership model

INTRODUCTION

1.1 Background of the Problem

The leader has his own unique and distinctive nature, habits, temperament, character and personality so that it is his behavior and style that distinguishes him from others. This style or style of life will definitely color his behavior and leadership type. Leadership is a creative aspirational force, spirit power, and moral force, which is able to influence members to change attitudes, so that they are in line with the wishes and aspirations of the leader. In fact, a leader should be a figure who becomes a role model for those he leads.

Leadership is the process of directing and influencing the task activities of people in a group. Leadership means involving other people, namely subordinates or employees who are led (Kartono, 2018). According to Herdiana (2017), the leader has his own unique characteristics, habits, temperament,

character and personality so that his behavior and style distinguishes him from others. This style or style of life will definitely color his behavior and leadership type. So that it can bring up several types of leadership. For example, the types of charismatic, paternalistic, militaristic, autocratic, laissez faire, populist, administrative and democratic.

In reality, the problems faced and problems of several types of leadership have weaknesses in carrying out them, especially in universities. As it is known that leaders must always be able to motivate members of higher education organizations to make quality improvements. But if you have to give orders or directions every time and in every case, it will cause difficulties. If every job is done well, it must be with the orders of the leadership, and if there is no order from the leadership, the work is not carried out properly, then continuous improvement in the quality of performance will be difficult to realize (Hasibuan, 2016). Therefore, in order for leadership, apart from giving directions or orders about things that need to be improved in quality, it also needs to be used to foster intrinsic motivation, namely growing awareness of the need for everyone in the college to always try to improve the quality of their respective performances. individually or together as a group or as an organization.

The higher education management system has become the focus of collaboration between higher education groups in the same area, with the focus on quality management/quality improvement (mursidi, 2022). Higher education management must be handled in the form of a new paradigm, or a new frame of mind in management. The purpose of this new management format is continuous quality improvement, by incorporating the principle of autonomy as a driving force to make the system more dynamic, accountability or responsibility so that autonomy is carried out responsibly, accreditation to ensure the quality of graduates, and self-evaluation so that the decision-making process in planning based on empirical data and information. Reflecting on the success of MC.Bride in leading Miovision, leadership style (Leadership) is indeed one of the important factors that determine (Darma, 2018) . Organizational success of leadership style means the attitude and approach of the leader in providing direction, implementing plans and strategies and motivating followers, different situations require different leadership styles.

A leader motivates followers through a leadership style based on Indonesian Local Wisdom, namely a character-based leadership style. In realizing this, it is necessary at this time a leadership management style that integrates 18 character building values into the leadership style of PT management in the aw environment so that the vision and mission of the university is achieved. . Of course that will result in the achievement of group goals and individual goals. Motivated followers will try to achieve goals voluntarily and subsequently result in satisfaction. Satisfaction leads to repeated goal-achievement behavior to achieve goals or meet future needs.

RESEARCH METHOD

Types of research
approach is carried out by examining theories, concepts, principles related to those discussed in this paper.

Sources of Data
Legal material obtained from secondary data is sourced from library research.

Data Collection Techniques
The technique used in this research is a document study technique, namely data obtained from the relevant literature.

Analysis Techniques

The entire data that has been obtained will be analyzed qualitatively or known as qualitative descriptive analysis. Where all the data collected will be analyzed systematically.

RESEARCH RESULTS AND DISCUSSION

Leaders in determining their leadership style must be able to adapt to situations, conditions at a certain time and place. Successful leaders are those who can adjust their behavior according to the demands of the unique environment. Effective or ineffective leadership is very dependent on the style of behavior that is adapted to a particular situation (Grensing, 2008).According to Siagian (2008), there are 5 (five) categories of leadership styles that a leader can use, namely: a) Autocratic Type; b) Paternalistic Type; c) Charismatic type; d) Laissez-faire type.; e) Democratic Type.

According to Kuswadi in Suwatno (2011) that a leadership style that is not suitable or not suitable for leaders to carry out to their employees can reduce motivation, performance and ultimately job satisfaction. In line with that, sholihin (2021) defines a leader as someone who because of his personal skills with or without official appointments can influence the group he leads to move joint efforts towards achieving certain goals. Broadly speaking, the approach or perspective on leadership consists of:

(1)   Trait Theorytheory
emphasizes personality aspects such as intellectualization, emotion, physical condition (age, height and weight) and other personal traits. This theory focuses on two aspects of leadership behavior and leadership styles. The first aspect emphasizes the functions performed by the leader in the group. In order for the group to run effectively, one must carry out two main functions, namely:
  a)   Task-related, or problem solving, which involve providing advice on solutions, information and opinions.
  b)   Group or social maintenance functions, including everything that can help the group run more smoothly, agreement with other groups, mediating differences of opinion and so on.
The second aspect of the behavioral leadership approach focuses on the leader's style in relation to subordinates.

(2)   Situational Theory (Contingency Theory)
Situational contingency approach describes that the style used depends on factors such as situation, task, organization and other environmental variables. The well-known situational theories are (a) Robert Tannenbaum and Warren H. Schmidt, (b) Fielder, (c) Hersey and Blanchard, (d) Leader Member Exchange Theory, (e) Path Goal Theory, (f) Participation Model.

(3)   Behavioral Theory
Describes specific behaviors that distinguish leaders from non-leaders. Ohio researchers identify two groups of behaviors that affect leadership effectiveness, namely theinitiating structureandconsideration.factor consideration describes a very warm relationship between a superior and a subordinate, the existence of mutual trust, kinship and respect for the ideas of subordinates. The initiative structure explains that a leader regulates and determines organizational patterns, communication channels, role structures in achieving organizational goals and how to implement them.

(4)   Transformational
Theory Leadership theory develops in many directions such as transformational leadership. Transformational leadership is a style that is used depending on factors such as situation, employees, tasks, organization and other environmental variables. There are 4 (four) elements that underlie transformational leadership, namely:
a) Charisma
b) Inspiration
c) Intellectual Stimulation
d) Individualized Consideration
In the leadership pattern described above, there are always obstacles and weaknesses in practice. it is something that is very much feared and there is a gap. So the situation does not create a sense of kinship which makes the work atmosphere uncomfortable. To overcome these problems, it is necessary to develop a leadership model, namely "Character-Based". There are 18 (eighteen) values of national character as issued by the Ministry of National Education, namely:

1. Religious Values
2. Honesty
3. Tolerance
4. Discipline
5. Hard Work
6. Creative
7. Independent
8. Democratic
9. Curiosity
10. Passion Nationality
11. Love the Homeland
12. Appreciate Achievements
13. Friendly/Communicative 14. Love Peace
14. Love to Read
15. Care for the Environment
16. Social Care
17. Responsibility.

The definition of the 18 character values mentioned above is as follows:

1. Religious
   Obedient attitude and behavior in carrying out the teachings religion he adheres to, tolerant to the implementation of worship other religions, and live in harmony with followers of other religions.
2. Honest
   Behavior based on attempt to make himself as a person who can always believed in words, action, and work.
3. Tolerance
   Attitudes and actions that respect religious differences ethnicity, opinion, attitude, and other people's actions different from him.
4. Discipline
   Actions that show orderly and obedient behavior various terms and conditions regulation.
5. Hard Work
   Actions that show orderly and obedient behavior various terms and conditions regulation.
6. Creative
   Think and do something to produce way or a new result of something that have owned.
7. 7. Independent
   Inappropriate attitudes and behavior easy to depend on people others in completing tasks.
8. Democratic
   How to think, act, and act with equal rights and obligations of himself and others other.
9. Curiosity
   Attitudes and actions that always trying to find out deeper and broader than something to learn, seen, and heard.
10. National Spirit
    Ways of thinking, acting, and insightful that puts the interests of the nation and the state above self-interest and the group.
11. Love the Motherland
    Ways of thinking, acting, and insightful that puts the interests of the nation and the state above self-interest and the group.
12. Rewarding Achievements
    Attitudes and actions that push himself to produce something useful for society, and acknowledge and respect the success of others.
13. Friendly/Communicative
    Attitudes and actions that push himself to produce something useful for society, and acknowledge and respect the success of others.
14. Peaceful Love

Attitudes and actions that push himself to produce something useful for society, and acknowledge and respect the success of others.

15. Likes to Read

    Habit of making time to read various readings who gives benevolence for himself.

16. Care for the Environment

    Attitudes and actions that always trying to prevent damage in the natural environment in surroundings, and develop efforts to improve natural damage that has been occur.

17. Social Care

    Attitudes and actions that always want to help other people and society need.

18. Responsibility

    A person's attitude and behavior to carry out tasks and his obligations, which should be he did, to himself self, community, environment (nature, social and culture), country and God Almighty One.

Among the 18 values of the nation's character that can be implemented in the pattern of leadership to run a business in an effort to avoid Cyber Crime in Business Competition are as follows:

1. The value of honesty.

   According to Sugono, the word honest can be defined as being upright, not lying, and not cheating. Honesty is one of the very important qualities for life.

2. Value of Independence.

3. Discipline Value.

   According to Sugono, the definition of discipline is obedience to the rules. Discipline values can be realized, among others, in the form of the ability to manage time well, comply with all applicable rules and regulations, do everything on time, and focus on work.

4. Value of Responsibility.

   According to Sugono, the definition of the word responsibility is a state of being obliged to bear everything (if anything happens, it can be prosecuted, blamed and sued).

   Responsibility is accepting everything from a wrong act, whether intentional or unintentional. This responsibility is in the form of an awareness of the obligation to accept and solve all the problems that have been done. Responsibility is also a dedication and sacrifice, meaning that service is a good deed in the form of thoughts, opinions or energy as an embodiment of all loyalty, affection, norms, or a bond of all that is done sincerely.

5. The Value of Hard Work.

   Hard work is based on the will. The word "will" creates associations with determination, perseverance, endurance, clear goals, work power, determination, self-control, courage, determination, energy, strength, masculinity and unyielding.

6. Value of Justice.

   Based on the meaning of the word, fair is equal, impartial, impartial. In everyday life, thoughts as the basis for making decisions will continue to develop along with one's experience and knowledge. If a leader in a university in its management makes a leadership pattern that is applied, it is the latest technological breakthrough that has been ignored even though it is actually not a new one because it is already a concept of religious and cultural teachings adopted, but in reality it is not. considered but adopting a pattern of leadership style from the West and considered a trend that does not necessarily match the culture that exists in our society.

CONCLUSION

Leadership management innovation in Higher Education Management is integrated which in the values of 18 national characters is the concept of religious and cultural teachings adopted, but in reality the trend is to adopt a leadership style pattern from the West which does not necessarily match the culture in our society.

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