Mapping Analysis of Characteristics and Leadership Skills of Private Universities in Gorontalo City in the Era 4.0.

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Abstract

This research is entitled Analysis of Mapping Traits and Leadership Skills of Private Universities in Gorontalo in Era 4.0 which aims to see the mapping of the traits and skills of leadership of private universities in Gorontalo City in Era 4.0. This research method uses qualitative research with data analysis techniques using the Interactive Analysis model from Miles and Hiberman. The results of this study reveal that the quality of leadership that must be possessed by PTS in Gorontalo City is integrity, while for the skills that must be possessed by the Leaders of Private Universities (PTS) in Gorontalo City are technical skills. The results of this study. Based on the results of the study, it can be concluded that the nature of skills that is the factor for the success of the leadership of private universities in Gorontalo City in Era 4.0 is integrity. Meanwhile, leadership skills of private universities in Gorontalo City are more likely to be technical leadership. Thus, it is hoped that the Leadership must be able to adapt to the current conditions, in the era of all digitalization, must be able to take advantage of the available IT and it is necessary to maintain and maintain a noble character as a noble image of leadership.

Introduction

In leadership, there is a relationship between humans, namely the influence relationship (from the leader), and the relationship between followers / subordinates' obedience because it is influenced by the authority of the leader (Maccoby, 2000; Memon et al, 2009). The followers are affected by the power of the leader, and a sense of obedience arises spontaneously to the leader. There are two leaders, namely a formal leader, namely a person appointed by the organization as a leader, based on official decisions and appointments to hold a position in the organizational structure with all the rights and obligations associated with achieving organizational goals (Tost et al, 2013). Informal leaders, namely people who do not get formal appointments as leaders; but because he has a number of superior qualities, he attains the position of being able to influence the psychological condition and behavior of a group or society (Liu et al, 2018).

The traits of a leader are a number of characters that are inherent in a leader and become the personality that is shown in his attitude. Meanwhile, leadership skills show their proficiency in carrying out duties and responsibilities. In the initial observations of researchers at a number of leaders of private universities in Gorontalo City, it shows that the diversity of leadership traits is shown by their attitudes towards subordinates or other people (society). There are a number of leaders of private universities who show sympathy and responsiveness, but some also show a cold and dry attitude. These differences in characteristics cannot be separated from the background of each person and the working conditions created in the organization. This makes this research important to map the tendency of leadership traits for all leadership in

private universities, especially in Gorontalo City. According to (Northouse, 2013: 23-26) that there are several leadership traits including intelligence, self-confidence, persistence, integrity and social skills.

In terms of leadership skills, it also shows that with different backgrounds, years of work and career experiences, the skills of each PTS leader are quite diverse, both in conceptual skills, human relations and technical skills. The better the background, work period and experience of a person in a career, the better the character and skills of the person or leader in serving subordinates and society to achieve goals well. In private universities, leaders of private universities have different backgrounds, years of work and experience, so that they will produce different abilities or work skills. Ultimately, the nature and skills of leaders have an impact on decision making to achieve certain goals in the organization. The skills that a leader needs to have according to Katz (In Northouse, 2013) including technical skills, human skills and conceptual skills can be seen in the following table:

Table 1. Indicators for Aspect Leader Skills

Aspect / Indicator	Definition
Technical Skill	Knowledge of and expertise in certain types of work or activities. This includes competence in a specific area, analytical skills and the ability to use the right tools and techniques.
Human Skill	The ability to work with people or abilities that help leaders to work effectively with followers, colleagues and associates to achieve organizational goals.
Conceptual Skill	Kemempuan to work with ideas and concepts. Leaders with conceptual skills feel comfortable talking about the ideas that make up the organization and the ins and outs of the organization, express organizational goals in words and can understand and express the economic principles that affect the company, a leader with conceptual skills easily works with hypothetical concepts and ideas.

Methods

This research is a qualitative research with descriptive research type. The data collection technique used was interviews using Google Form which can be accessed via the link: http://bit.ly/PDP_UBMG2020. While the data analysis technique uses the Interactive analysis model from Miles and Hiberman (Sugioyono, 2013)

Results and Discussion

Leadership Traits

Based on the results of the research that has been done, it can be explained that the characteristics of leadership which are used as indicators of this study are 1) Intelligence, 2) Self-confidence, 3) Persistence, 4) Integrity and 5) Ability to socialize. Of the 7 (seven) private universities in Gorontalo City that were research locations, 4 of them had filled in the form and the rest had not filled in. Of the 4 universities that have filled in are 1) Universitas Bina Mandiri Gorontalo, 2) STIA Bina Taruna Gorontalo, 3) STIMIK ICHSAN Gorontalo and 4) STITEK Bina Taruna Gorontalo. The results of filling out the interview form can be seen in Figure 1 below:
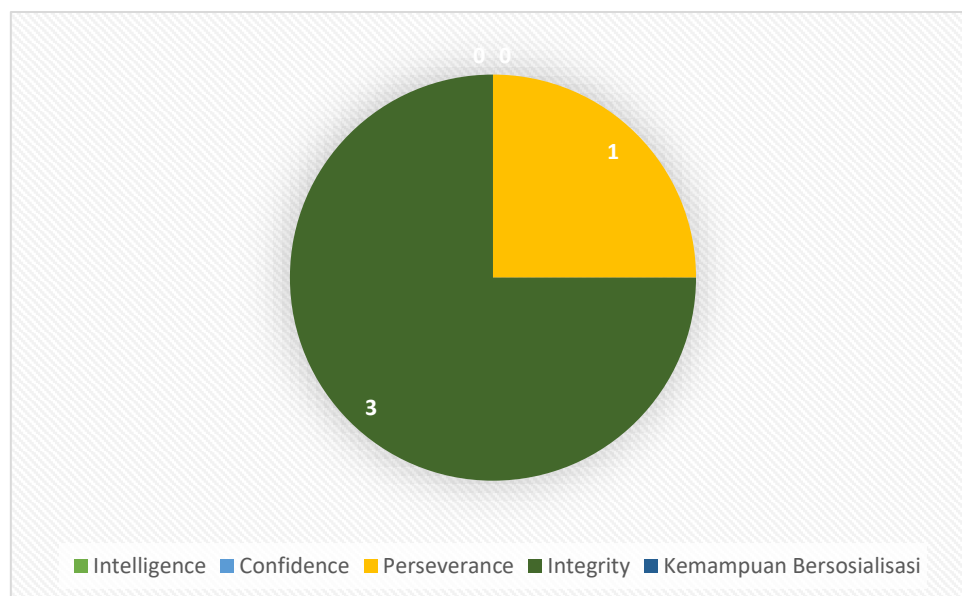
Figure 1. Answers to the Interview Form about Leadership Traits.

Based on the picture above, it can be seen that Integrity is dominantly chosen by the leaders of private universities in Gorontalo City. Integrity is another important leadership trait. The indicators of integrity include honesty and reliability. People who adhere to a strong set of principles and take responsibility for their actions have integrity. Leaders with integrity inspire confidence in others because they can be trusted to do what they say they will do. They are loyal, reliable, and they don't pretend to be. Basically, integrity makes a leader trustworthy and worthy of our trust.

Leadership that focuses on character as well, has previously been carried out by research (Mulyono, 2018) which raised the title of research on Character-Based Leadership in Improving the Quality of Higher Education Management. Based on the results of research conducted that the leader has his own unique and distinctive characteristics, habits, temperament, character and personality so that his behavior and style distinguishes him from others. This style or lifestyle will certainly color the behavior and type of leadership. Leadership is an aspirational force, a strength of enthusiasm, and a creative 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.

Another research that needs to be used as a reference and comparison regarding leadership traits is research conducted by (Alamsyah, 2017) which raised the title about Grounding the Nature of Rsul in Educational Leadership: Positioning the Prophet Muhammad as a role model in educational leadership. Based on the results of the discussion, it shows that the characteristics of the Prophet can be applied in educational leadership from the beginning of the selection process to choose educational leaders and at the stages of educational leadership.

Leadership Skills

In this leadership skills variable, researchers used 3 indicators of skills, namely a) technical skills, b) human skills and 3) conceptual skills. Based on data input and processing, the results of research on leadership skills can be seen in Figure 2 below:
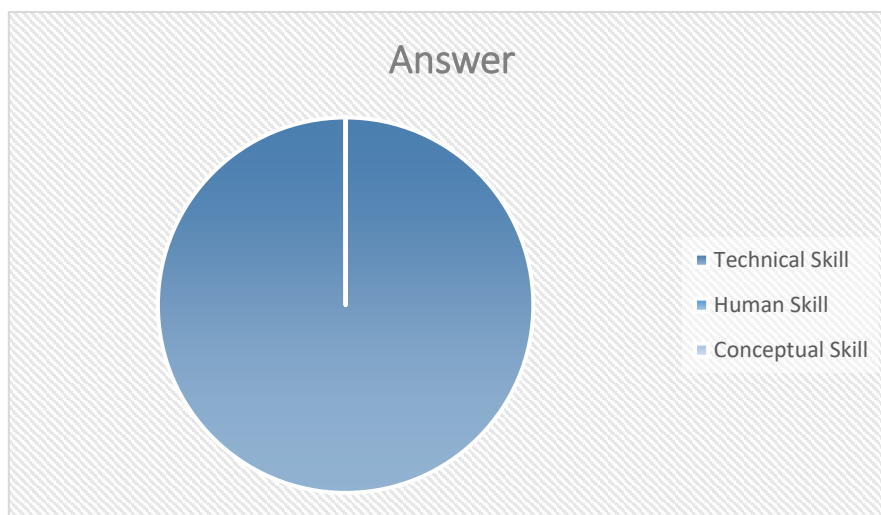
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Figure 2. *Answers to the Interview Form about Leadership Skills.*

Based on Figure 2 above, it can be concluded that of the 4 informants who filled out the interview form, it can be concluded that the leadership skills of Private Higher Education (PTS) in the era of 4.0 were technical skills. Technical skills are knowledge about and expertise in a particular type of job or activity. This includes competence in a specific area, analytical skills and the ability to use the right tools and techniques. For example in a computer software company, technical skills could include knowledge of the programming language of the software, the company's software products, and how to make the product work for the client. Likewise in accounting firms, technical skills may include understanding and the ability to apply generally accepted accounting principles to auditing clients. In both examples, technical skills include activities that involve practical experience with basic products or processes within the organization.

Other research that examines technical skills can be seen through research conducted by (Sopan, 2011) which raised the title The Influence of Technical Skills, Social Skills, Conceptual Skills, and Managerial Skills on the Performance of the Principals of Public Elementary Schools in Central Jakarta. As for the results of this study, technical skills have a direct effect on the principal managerial skills of 15.52% with a path coefficient of 0.394.

Broadly speaking, the Education Leadership in Higher Education can also be seen through research conducted by (Rohmah, 2020) with the jugul Educational Leadership in developing the Work Culture of Lecturers in Higher Education. The results of this study indicate; 1) The concept of leadership education in the development of lecturers' work culture emphasizes the ability to form core beliefs and core values of work that are actualized in behavior and work systems, 2) leadership models, develop spiritual-transformational and visionary leadership through professionalism. and situation-based and collegial culture-based approaches, 3) Leadership strategies, develop rational empirical strategies, normal-reeducative strategies and prospector and defender power-coercive strategies, 4) The result of leadership strategies is an increase in lecturer performance (discipline, work productivity, achievement work), and give birth to the main work attitude, commitment and job satisfaction.

Conclusion

Based on the results of the study, it can be concluded that the nature of skills that is the factor for the success of the leadership of private universities in Gorontalo City in Era 4.0 is integrity. Meanwhile, leadership skills of private universities in Gorontalo City are more likely to be

technical leadership. The suggestions that the researchers can convey are that Pimimpin must adjust to the current conditions, in the era of all digitalization, must be able to take advantage of the available IT. Apart from being able to manage IT in today's digital era, it is necessary to maintain and maintain a noble character as a noble image of a leader.

Acknowledgment

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