

## **Character Based Leadership**

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### **ABSTRACT**

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 will definitely color the behavior as well as the type of leadership. Leadership is aspirational power, creative spirit, and moral strength, which is able to influence members to change attitudes, so that they are in line with the wishes and aspirations of the leader. Leaders should be figures who become role models for those they lead. Some types of leadership in general are autocratic, charismatic, laissez 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 to do a good job it must be with the orders of the leadership, and if there is no order from the leadership not to do a good job, then continuous improvement of the quality of performance will be difficult to realize. 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 University management is achieved so that the vision and mission of the university is achieved.

**Keywords:** Leadership, leader, productivity, character

### **INTRODUCTION**

Organizations around the world are looking for ways to improve their leadership styles, but finding the right one can be a challenge. Choosing the right leadership style for your team is the best way to challenge old practices, reduce risk, scale your organization, and communicate effectively. This is where strategic leadership plays an important role. An organization is formed as a forum to achieve the goals that have been agreed upon and planned together. The one who plans and runs is the human being who is in the organization, who is meant to be a leader. The good or bad of an organization largely depends on its own leader. In influencing subordinates, leadership must apply leadership styles to subordinates so that the achievement of organizational goals that are carried out is easily carried out.

Leadership style is the way the leader uses his concerns against subordinates (democratic, people-oriented, telling, and so on). Leadership style is the norm of behavior of others as seen. In this case, trying to harmonize perceptions between people who will influence behavior with those whose behavior is influenced becomes very important.

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 power, 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 (Akib & Darwis, 2015; Kartono, 2011). In fact, a leader should be a figure who is 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 (Akib & Darwis, 2015; Sunarsi, 2018). According to (Akib & Darwis, 2015; Chairil, 2017; Kartono, 2011; Samad & Hardi, 2018; Sudaryono, 2014; Thoha, 2014) The leader has his own unique characteristics, habits, temperament, character and personality so that it is his behavior and style that distinguishes him from others.

Leadership will efektif if the leader can inspire the led to work together to act together to achieve the goals of the organization and in doing so the led will experience a process of leadership development, so that in the future they will be able to become leaders (Laha et al., 2021; Mursak & Sani, 2021; Sukmawati et al., 2019). Leadership will be effective if the leader can inspire the led to work together to act together to achieve organizational goals and in doing so the led will experience a leadership development process, so that in the future they will be able to become leaders. Such behavior, being this leader on the other hand will also provide a space for autonomy to recognize the potential that exists in the members of educational organizations. These two things, namely the process of fostering leadership in the human resources of educational organizations and autonomy, are extraordinary rewards to stimulate the productivity and improvement of the performance of organizational members. However, on the other hand, there is a domain that also needs to be formed by transformational leaders in addition to motivating the personalities of the members of the organization, namely the formation of a context that is able to motivate and inspire them.

Such behavior, being this leader on the other hand will also provide a space for autonomy to recognize the potential that exists in the members of the organization. These two things, namely the process of fostering leadership in the organization's human resources and autonomy, are extraordinary rewards to stimulate the productivity and performance improvement of organizational members. However, on the other hand, there is a domain that also needs to be formed by leaders in addition to motivating the personalities of the members of the organization, namely the formation of a context that is able to motivate and inspire them.

If every job is done well, it must be with orders from 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. 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 higher education to always try to improve the quality of their performance 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. 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 in a responsible manner, accreditation to ensure the quality of graduates, and self-evaluation so that the decision-making process in planning based on

empirical data and information. In this article, we'll explain how strategic leadership works, how it compares to other leadership styles, and why it's a favorite of many leaders by far.

## **METHOD**

This research took place at the Makassar City Public Works Department. This research uses a qualitative approach and a descriptive type of research because this research tries to generate data through data collection methods in the form of observation, interviews, and documentation which then the research results will be described by the results of data processing that has been done (Sugiyono, 2018). In this study, the types of primary data generated from interviews and observations were carried out directly by researchers, and secondary data were obtained from literature studies and data available at the Makassar City Public Works Department so that the data to be taken came from clear and reliable sources. real.

To determine informants who meet the criteria and are considered to be able to provide data according to research needs, the informants for this research are 5 Makassar City Public Works Department, 1 Head of General and Personnel Subdivision, and 1 Head of Correspondence Administration Section. In this study, the researcher acts as the main instrument in collecting data and information by using interview media in the form of interview guides, voice recorders, and cameras. The description of the focus of this research is to find out some indicators of the maintenance of office facilities that refer to the according (Nurabadi, 2014) among others Routine; Periodically; Emergency; Preventive.

Activities in qualitative data analysis are carried out interactively and take place continuously until complete until the data is clear. Data collection begins by examining all available data from various sources. The data analysis technique in this study used three data acquisition procedures consisting of data condensation, data display, data reduction, and conclusion (Miles et al., 2014).

## **RESEARCH RESULTS AND DISCUSSION**

Leadership is about managing energy well, first from within the person and then influencing the surrounding environment. If the energy level is low, then his leadership is likely to be weak. Leadership is an activity in guiding a group in such a way that the goals of the group are achieved. The goal is a common goal.

Leadership is the main key to the entire activity of the organization (Apriliansyah, 2021; Haq et al., 2021; Hatta et al., 2021). Leadership is a process that is planned, organized, sustainable and sustainable must be instilled and fostered throughout time, so that it can be stated that leadership is the central point of an organization.

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 really depends on the style of behavior that is adapted to a particular situation (Kanaan, 2009; Kartono, 2011; Niswaty et al., 2019; Risma Niswaty Muh. Darwis, Rudi Salam, Sitti Hardiyanti Arhas, 2019; Sudaryono, 2014; Sukmawati et al., 2019).

Leadership is a mutually influencing relationship between leaders and followers (subordinates) who want real change that reflects their shared goals (Rivai Veithzal & Mulyadi, 2012; Thoha, 2014). Leadership is one of the key factors in organizational life, including in the public sector (Rivai & Mulyadi, 2012; Wirawan, 2013) states that an organization will succeed or even fail largely determined by this leadership factor, making leadership always the focus of evaluation of the causes of organizational success or failure.

Sedarmayanti (2014) put forward the concepts related to the concept of strategy to be mastered are: 1). Distinctive competence, actions taken by the company in order to carry out activities better than its competitors; 2). Competitive advantage, competitive advantage is caused by the company's strategic choices to seize market opportunities; 3). Focus strategy, characterized by the company concentrating on a small market share to avoid competitors by using a comprehensive cost leadership strategy/differentiation. In the pattern of leadership always experience obstacles and weaknesses in practice. And in general what is reflected is that the leader is the thing that is most feared. So that the situation does not create a sense of kinship which makes the work atmosphere uncomfortable.

The definition of the 18 character values mentioned above is as follows: 1). Religious Attitudes and behaviors that are obedient in carrying out the teachings of the religion they adhere to, are tolerant of the implementation of worship of other religions, and live in harmony with adherents of other religions; 2). Honest Behavior based on efforts to make himself a person who can always be trusted in words, actions, and work; 3). Tolerance Attitudes and actions that respect differences in religion, ethnicity, ethnicity, opinions, attitudes, and actions of others who are different from themselves; 4). Discipline Actions that show orderly behavior and comply with various provisions and regulations; 5). Hard Work Actions that show orderly behavior and comply with various rules and regulations. Journal of Humanities Social Education Research; 6). Creative Thinking and doing something to produce new ways or results from something that has been owned; 7). Independent Attitudes and behaviors that are not easy to depend on others in completing tasks; 8). Democratic Way of thinking, behaving, and acting that assesses the rights and obligations of himself and others equally; 9). Curiosity Attitudes and actions that are always trying to find out more deeply and widely from something that is learned, seen, and heard; 10). National Spirit A way of thinking, acting, and having insight that places the interests of the nation and state above the interests of themselves and their groups; 11). Love for the Motherland A way of thinking, acting, and having insight that places the interests of the nation and state above the interests of themselves and their groups; 12). Appreciating Achievement Attitudes and actions that encourage him to produce something useful for society, and recognize, and respect the success of others; 13). Friendly/Communicative Attitudes and actions that encourage him to produce something useful for society, and acknowledge, and respect the success of others; 14). Love of Peace Attitudes and actions that encourage him to produce something useful for society, and recognize, and respect the success of others; 15). Likes to Read Habits of taking time to read various readings that provide virtue for him; 16). Caring for the Environment Attitudes and actions that always try to prevent damage to the surrounding natural environment, and develop efforts to repair the natural damage that has already occurred; 17). Social Care Attitudes and actions that always want to help other people and communities in

need; 18). Responsibility The attitude and behavior of a person to carry out his duties and obligations, which he should do, towards himself, society, the environment (nature, social and culture), the state and God Almighty.

## CONCLUSION

Leadership is the main key to the entire activity of the organization. Leadership management innovation 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 pattern of leadership style from the West which is not necessarily compatible with the culture that exists in our society.

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