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# Digital Leadership at the Minahasa Regency Woman's Empowerment and Child Protection Office

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## ABSTRACT

The purpose of this examine is to discover and describe how digital leadership is within the ladies's Empowerment and infant protection workplace of Minahasa Regency. This research is a descriptive studies with a qualitative method. records series strategies thru observation, interviews, and documentation. The data evaluation techniques used are information reduction, facts presentation, and verification. The results of the study show that leaders at the Women's Empowerment and Child Protection Service have fairly good knowledge in the field of digital technology, are able to utilize digital technology in carrying out their duties and responsibilities as leaders, but are not optimal. Because there are still various obstacles or problems, including the inadequate availability of computer equipment, network problems, but also the existing human resources/employees are not all fluent in utilizing digital technology.

**Keywords:** *Leadership, Digital, Minahasa Regency*

## 1. INTRODUCTION

Advances in technology have made the Internet an integral part of today's modern society. In particular, the internet greatly fulfils the need for information, news, entertainment and education. There is no limitation between time and space to communicate with different people in different parts of the world through the internet. The internet can connect one person to another at the same time through two communication channels. In this digital era that is accelerating and developing, various aspects of life must now begin to adapt to adjust to the various kinds of technology that are increasingly developing. Advanced and modern technology will be useless if it cannot be utilised optimally. For this reason, it is necessary to understand and know how to use the latest technology trends, their functions and benefits, and how to use them, especially for a leader. Knowing and understanding the latest technology trends can have a good impact on the organisation or office and can accelerate the goals to be achieved.

The use of ICT in organisations, especially in public institutions, improves administrative efficiency, effectiveness, transparency and accountability, leading to good governance. For example, by using the Internet, organisations can publish agency profiles or create

websites in a short time and at relatively low cost. Today, public bodies need leaders who can make a difference. Leadership

plays an important role in an organisation. In today's environment, a leader must be able to adapt to change, i.e. use technology to develop the organisation and implement effective management.

In today's digital era, leaders are required to have soft skills in understanding the rapid development of technology as well as being able to use digital devices to facilitate various jobs. The leadership style in the digital era is more directed at the utilisation of information technology that is developing so massively. All management activities can be monitored or monitored digitally, so it will be easier for a leader to evaluate when there are mistakes. For this reason, digital leadership is needed in this digital era. In this case, the use of technology in question is not just the use of email or certain software, but it is necessary to start using big data, integrated data collection programs, including utilising data as a basis for better decision making for the company's progress.

The development of technology has made the internet a part of the life of modern society today. This is because the internet completely provides the need for

information, entertainment news and science. With the internet, there are no more restrictions between space and time in communicating with various people in various parts of the world. The internet is able to connect one party with another simultaneously with the principle of two-way communication. In this increasingly fast and advanced digital era, various aspects of life must now adapt to various types of technology that continue to develop. Advanced and modern technology will be useless if it cannot be utilised optimally. For this reason, it is necessary to understand and know how to use the latest technology trends, their functions and benefits, as well as how to use them, especially for a leader. Knowing and understanding the latest technology trends can have a good impact on the organisation or office and can accelerate the goals to be achieved.

Using the internet, for example, organisations can inform the profile of the agency, or can create a website in a short time and at a relatively low cost. Public bureaucracy in the modern era requires a leader who is able to influence. This is because leaders have a big role and responsibility and are one of the keys to the success of the organisation [1]. In the current condition, a leader must be able to adapt to the changes that exist, namely by utilising technology in organisational development, as an effort to create good governance.

In today's digital era, leaders are required to have soft skills in understanding the rapid development of technology as well as being able to use digital devices to facilitate various jobs. The complexity of the leader's task, then a leader is required to have various advantages and abilities (proficiency, intelligence, skills, and work enthusiasm) compared to other members / people he leads and is able to make the right decisions, quality according to the expectations and goals to be achieved by the organisation[2].

The management fashion within the digital generation is greater directed at the utilisation of statistics generation that is growing so vastly. All control sports may be monitored or monitored digitally, so it will likely be easier for a pacesetter to assess whilst there are errors. for this reason, digital leadership is wanted in this virtual era. In this situation, the use of era in query isn't always just the usage of email or sure software, but it's miles vital to begin using massive statistics, included statistics collection applications, such as using statistics as a foundation for better decision making for the enterprise's progress.

The use of information and communication technology in government is realised, among others, through the implementation of regulations and guidelines for the development of information systems and information technology: In 2002, the Ministry of Communications took the initiative to develop national information system guidelines (SISFONAS) and in 2003 a regulation was issued in the form of Presidential

Instruction No. 3 of 2003 on strategies and policies for the development of information systems and information technology in government: In 2002, the Ministry of Communications and Information took the initiative to prepare a white paper on national information systems (SISFONAS) and in 2003 a regulation was issued in the form of Presidential Instruction No. 3 of 2003 on national policies and strategies for the development of e-government (e-forvaltning).

Based on the SISFONAS conceptual framework, the successful implementation of eGovernment requires the right structure and infrastructure. The required structure is in the form of information system infrastructure, both non-technical and technical in nature. Non-technical infrastructure includes management, human resources, and regulatory framework. While the technical infrastructure includes network infrastructure, information technology infrastructure, and application infrastructure. According to Presidential Instruction No. 3 of 2003, the successful implementation of e-government is influenced by several aspects, namely: e-leadership, information network infrastructure, information management, business environment, society and human resources.

Primarily based on regulation No. 36/1999 on Telecommunications, the use of radio frequency spectrum and satellite orbit need to gain permission from the government with due regard to the protection of the pursuits and security of the nation. consequently, there's a want for digital leaders who're willing and capable of speak in new approaches, channels, and gear with a extra emphasis on essential wondering, communicative, and incorporated collaboration. As experts argue, digital improvements have shaped the concept of a new style of management that could convey unique generations to paintings collectively [3]. Leaders who have the ability to lead and utilise technology are called digital leaders. Leadership plays an important role in realising digital transformation[4].

Leaders must go further and be able to unite the people they lead across national, geographical, cultural and other boundaries, and use information technology to achieve organisational goals. This type of leadership is called digital leadership or e-leadership. Digital leadership is a way or pattern of leadership that focuses on the optimal use of technology to achieve organisational goals. Digital leadership can also be defined as a fast, cooperative and teamwork-oriented approach with a strong focus on innovation where a digital-oriented leader has the ability to apply new methods and instruments so as to create a solution to complex problems and also to maintain the sustainability of the organisation. A leader must be able to determine what is best for the organisation or company he leads. For this reason, a leader must be able to know what the strengths and weaknesses are so that the steps taken can improve the performance of member

services so that the goals to be achieved are right on target.

According to Wirawan, leaders are figures or elite members of a social system who are recognised by and seek to influence their followers directly or indirectly [5]. management is a description of a person's potential to guide a organisation or enterprise to reap the dreams expected by using the organisation or employer. management comes from the word leader which means a person who leads two or greater humans with the equal purpose. leadership is the technique of influencing others to recognize and accept as true with what wishes to be completed and the way the challenge is executed successfully, in addition to the technique of facilitating individual and collective efforts to attain commonplace dreams [6] whilst management in line with Yulk is the manner of influencing others to understand and accept as true with what needs to be carried out and the way the undertaking is finished efficiently, in addition to the process of facilitating man or woman and collective efforts to attain common goals [7] . Leadership style is one of the factors that can affect employee performance. A good leadership style is a leadership style that can motivate subordinates to work [8].

A leader needs to go further, being able to bring the human resources he leads together across national, geographical, cultural and other boundaries, by utilising information technology to achieve organisational goals. This kind of leadership is called Digital Leadership or e-Leadership. Digital leadership is a way or pattern of leadership that focuses on the optimal use of technology to achieve organisational goals. Digital leadership is the ability of a leader to use digital technology to give influence and direction to his/her team members so that the goals he/she has set can be achieved [9].

Digital leadership can also be defined as a fast-paced, cooperative and teamwork-oriented approach with a strong focus on innovation where a digitally-oriented leader has the ability to apply new methods and tools so as to create solutions to complex problems and maintain business continuity. Digital leadership skills are essential for developing the skills needed to lead organisations in any sector, including digitalised governments [10] A leader must be able to determine what is best for the organisation or company he leads. For this reason, a leader must be able to know what the strengths and weaknesses are so that the steps taken can improve the performance of member services so that the goals to be achieved are right on target. As a leader, the skills that must be owned by Digital Leadership [11] namely:

a. Understanding the world of Digital Technology

The first skill of a leader in the digital era is mastery or understanding of evolving technology. A leader must understand and master the ever-evolving technology to achieve the agency's own goals. This also includes

learning to adapt to the presence of technology for older generation employees.

b. Communication

This skill is considered essential for leaders, especially when it comes to digital leadership, which requires a lot of communication about the latest technology available. This reduces efficiency and replaces direct communication with employees, so leaders must be able to effectively convey messages in a way that employees can understand.

c. Innovative

Tech-savvy leaders must continue to innovate when presenting ideas so as to encourage their employees to remain creative in coming up with brilliant ideas.

d. Visionary

Digital leaders must always have a strong and clear vision to inspire employees to believe in the goal. The job of a digital leader is to make their members believe in the vision of the office so that they can integrate the shared vision between the members and the office into a single entity.

e. Adaptable

Leaders with digital leadership strategies must be able to adapt to changes in working methods, under the influence of increasing digital technological developments. Strong adaptability allows leaders in the digital era to seize the moment and make the right strategies and decisions in the rapidly changing digital world.

Digital leadership or electronic leadership (e-leadership) has an important role in influencing and mobilising Human Resources (HR) to achieve organisational goals. In organisations, in addition to the indispensable role of a leader, the role of employees is also a vital role to assist leaders in achieving organisational goals [12] To improve government services, it must use ICT through the application of e-leadership so that it can facilitate work and in terms of controlling its workforce members.

The implementation of digital leadership or e-leadership in the Minahasa Regency Women's Empowerment and Child Protection Office has not been maximised due to several influencing factors, namely human resources, and inadequate facilities. An example of a problem that often occurs at the Minahasa Regency Women's Empowerment and Child Protection Office is the use of computers that employees cannot use. Knowledge about computers certainly affects human resources in the Office of Women's Empowerment and Child Protection of Minahasa Regency.

The implementation of E-leadership must be from leaders who have a driving role to mobilise the members

they lead. As a leader in the era of digital technology, leaders must be able to utilise digital technology to the fullest, but what researchers observed at the Minahasa Regency Women's Empowerment and Child Protection Office did not utilise digital technology to the fullest, such as when conducting meetings, usually postponing meetings because there were other activities.

Based on the description of the background above, the researcher wishes to conduct a study entitled "Digital Leadership at the Minahasa Regency Women's Empowerment and Child Protection Office".

## **2. RESEARCH METHOD**

This research is a descriptive study with a qualitative approach with the aim of clearly describing the application of digital leadership at the Minahasa Regency Women's Empowerment and Child Protection Office which is studied from the understanding of digital technology, human resources, and facilities. To explain matters related to the research theme, data collection uses observation techniques, and in-depth interviews by selecting a number of informants that researchers consider as primary data sources who are competent to provide information, including: the head of the office, head of section, head of sub-section, and employees. This research is also supported by secondary data obtained from literature and journal studies. While data analysis is carried out by reducing data by classifying the necessary data, presenting data consisting of a set of information obtained through interviews, analysing and then verifying data / conclusions.

## **3. RESULTS AND DISCUSSION**

### **3.1. Understanding Digital Technology**

The advancement of digital technology has developed very rapidly, it has an influence on people's lives, especially in a government agency. Not only personal life for yourself but also for the work environment. The advancement of digital technology makes people need to understand this technology. Especially in government agencies, a leader needs to understand digital technology. Digital technology itself is a tool that no longer uses human power, but rather an automatic operating system with a computerised system. A leader must have more knowledge than his members so that the use of existing digital technology can be maximally utilised. As Indrawan said that the first skill a leader has in the digital era is the ability or understanding of technology that continues to grow. A leader must understand and be sensitive to the technology needed by the company to achieve its goals, including teaching older generation employees to adapt to the world of technology [13].

The advancement of digital technology has developed very rapidly, it has an influence on people's lives, especially in a government agency. Not only personal life for yourself but also for the work environment. The advancement of digital technology makes people need to understand this technology. Especially in government agencies, a leader needs to understand digital technology. Digital technology itself is a tool that no longer uses human power, but rather an automatic operating system with a computerised system. A leader must have more knowledge than his members so that the use of existing digital technology can be maximised. As Indrawan said, the first ability that must be mastered by a leader in the digital era is to have skills or understanding of technology that continues to grow. A leader must understand and be sensitive to what technology is needed by the company to achieve targets, including getting used to older generation employees to start adapting to the existence of technology.

In this study on the use of digital technology in the Office of Women's Empowerment and Child Protection of Minahasa Regency in February 2023, researchers concluded that the head of service as a leader in the Office of Women's Empowerment and Child Protection of Minahasa Regency understands digital technology, this is supported by information from one of the employees and also the secretary at DPPPA Kab. Minahasa as a resource person who said that the head of service at DPPPA Kab. Minahasa has a good understanding of digital technology. So it can be said that the head of service as a leader in the DPPPA Kab. Minahasa, the head of service already has the characteristics of a leader in the current era. A leader who has the characteristics of digital leadership, namely understanding technology, does not mean that the leader must be able to assemble a computer or even create a software, but understanding digital technology is meant here that the leader can use and utilise the digital technology is enough. As the researchers found during their research, the leaders at the DPPPA in Minahasa Regency are on average technologically savvy, although there are some of them who are said not to have mastered the use of existing digital technology.

Digital leadership is a leader who not only has knowledge and mastery of digital techniques, but also management processes, materials, analogue techniques, and so on that we can find in design leaders as well. What emphasises "digital" in digital leadership, is a keen understanding of how "digital" can be a unifying set of methodologies and technologies to bring skills and knowledge together, As Kevin Olp of the Digital Workplace Group says in Sullivan "the skills required as a leader are knowledge and proficiency in using digital media and information technology and the internet. It requires not only technical skills, but also cognitive, critical, and creative skills". Based on the results of interviews obtained by researchers in the field, leaders in the DPPPA of Minahasa Regency have skills in utilising digital technology. This is based on

information obtained from employees and also the secretary at DPPPA Kab. Minahasa who said that the head of the office has utilised digital technology in DPPPA Kab. Minahasa such as the use of online attendance which shows this information. So it can be concluded that the utilisation of digital technology in DPPPA Kab. Minahasa has been utilised but the utilisation of digital technology has not been optimally utilised as said by one of the employees.

### 3.2. Communication

Communication is something that cannot be avoided by every human being. As social creatures, humans are meant to live in society and interact with other humans by communicating. Communication is a source of information from leaders to those they lead in an effort to achieve a goal. As a leader in the DPPPA of Minahasa Regency, one must also have good communication with members of his staff so that information is conveyed and work goes well. Based on the findings of the research results that the leader has good communication skills with members of his employees. Communication in the form of information is usually conveyed by the leader to members / employees at meetings / meetings or at work apples. Meanwhile, communication to encourage work enthusiasm usually takes place in two directions so that there is direct interaction between the leader and the led. For example, when a leader directs, guides or guides employees who experience obstacles. This shows that communication is an important part of the life of an organisation, because with communication, information and ideas can be conveyed from the leader to the led. And in the implementation of the task as planned. According to Erliana Hasan, communication for leaders is not only a tool for conveying information, but also a means of integrating organizational cooperation activities [14].

Communication is something that cannot be avoided by every human being. As a social creature, humans are destined to live in society and interact with other humans by communicating. An expert named Everett M. Roger said that communication is a process in which an idea is conveyed from a source to a person or group with the intention of changing their behaviour. The purpose of communication itself is to provide information or influence the recipient of the information. Communication in an organisation or agency is the key to the continuity that occurs within the agency. So communication is one of the requirements that a leader needs to have, especially in the current era of digital technology.

As a leader in DPPPA Kab. Minahasa, of course, must also have good communication with members of his employees so that information and even work in DPPPA Kab. Minahasa runs well. In doing work, it is possible that there are also employees who experience or encounter obstacles in this case problems about the

world of digital technology. Based on the results of interviews conducted by researchers in February 2023, the researcher concluded that the head of the office at DPPPA Kab. Minahasa has good communication skills with his staff members. The communication possessed by the head of the office as a leader can be seen when an employee finds obstacles he communicates with the leader in that field to guide or guide employees who experience these obstacles. Even though as the head of the department he did not directly go down to guide his employees.

In carrying out communication activities there are various ways that are carried out, especially in the era of digital technology that is increasingly developing today, communication between individuals or groups certainly uses existing digital technology. There are various digital technologies that can be used to create communication without being limited by time and space. In the DPPPA of Minahasa Regency itself, as a leader who must utilise digital technology to communicate with members of his staff, the head of the office usually uses WA (WhatsApp). This can be seen from the testimony of one of the employees, the secretary and even the head of the office himself who said that to monitor employees in DPPPA Kab. Minahasa he used Whatsapp as a communication tool, especially when the head of the office was not in the office.

### 3.3. Resources

Human resources are one of the important things in the implementation of E-leadership. In the use of digital technology, of course, it requires humans as users to run every device used. Human resources should be able to master the use of digital technology, but what researchers observe at the Office of Women's Empowerment and Child Protection is that there are still shortcomings in human resources in the use of digital technology.

Human resources (HR) are productive individuals who work as drivers of an organisation, both in institutions and companies that have functions as assets so that they must be trained and developed. The definition of macro human resources in general consists of two, namely macro HR, namely the number of people of productive age in an area and micro HR in a narrow sense, namely individuals who work in an institution.

Understanding of digital technology in this era requires us to keep up with developments that occur, therefore a leader must improve the abilities possessed by employees. The use of digital technology requires employee competence in running digital technology devices, in this case computers.

In the Office of Women's Empowerment and Child Protection of Minahasa Regency, the number of

employees is sufficient, the problem is the ability of employees to run existing computers. For employees who can use computers, there are only casual workers who sometimes rarely come in and also employees who can use computers, but most of them cannot use them, because they are old or old employees who understand running computers.

The Office of Women's Empowerment and Child Protection of Minahasa Regency to improve the competence or ability of employees should be carried out guidance and training using digital technology, especially on computers. This of course has been carried out at the Minahasa Regency Women's Empowerment and Child Protection Office but only at the centre when conducting training.

In this problem, training is needed not only for employees but also for casual workers so that they can also improve their abilities and run existing devices in this case computers [15]. HR development in the digital era needs to be done to improve the quality of employees, because the quality of employee resources in the organisation has an impact on the progress of the organisation.

Training in this case is not only for civil servants (PNS) but also THL so that together they can improve their abilities and skills in their fields as needed, so that they can find their potential which can encourage and motivate them in carrying out their duties. Thus, in the end, the organisation has qualified and productive personnel in carrying out their duties.

#### 3.4. Facilities

Facilities are one of the things needed for the implementation of E-leadership. The necessary facilities or facilities referred to in this case are digital technology such as computers, laptops, mobile phones, and so on. The utilisation of digital technology in doing work at the Office of Women's Empowerment and Child Protection certainly requires facilities and infrastructure.

Facilities and infrastructure are also very supportive in increasing understanding of the world of digital technology. This is also an obstacle in the Office of Women's Empowerment and Child Protection where the availability of facilities in this case, namely computers, is the most important factor in realising digital leadership.

In the Office of Women's Empowerment and Child Protection of Minahasa Regency, the availability of facilities itself is still lacking, which is only 1 unit of computer in conducting digital leadership with the availability of adequate facilities, therefore the availability of computers is needed so that employees can work properly and can also help employees who still cannot use computers can train with the computers

provided. Below is a table of facilities available at the Office of Women's Empowerment and Child Protection:

In the use of digital technology, it certainly requires and requires a good network, in this case the wifi available at the Minahasa Regency Women's Empowerment and Child Protection Office is not smooth when used. This is a factor that becomes an obstacle in realising digital leadership.

#### 4. CONCLUSION

Based on the results of the research and discussion of the results of the research, it can be concluded that the Head of Service as a leader in the Office of Women's Empowerment and Child Protection has good knowledge in the field of digital technology and can take advantage of existing digital technology in doing work but has not made maximum use of digital technology. For communication from leaders to their employees in the DPPP Kab. Minahasa can be well established by utilising digital technology that is currently developing.

The availability of devices at the Minahasa Regency Women's Empowerment and Child Protection Office is still lacking, such as the availability of computer equipment and other devices needed in the work that supports the work at the Minahasa Regency Women's Empowerment and Child Protection Office will affect the understanding of digital technology.

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