

Leadership 5.0: Towards a Post Normal Era

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ABSTRACT: The COVID-19 pandemic has impacted numerous aspects of life. The effects of industrial revolution 4.0 and society 5.0 bring new chances for Indonesia as it enters the post-normal age. For Indonesia, a revolution that stresses digital economic growth is beneficial. Mrs. Tanti Widia Nurdiani, director of Smart Indonesia Academy, was invited by DPK Perbarindo Malang Raya to conduct a leadership 5.0 workshop for all BPR BPRS in the Perbarindo Malang Raya Region. This form of training is a community-empowerment-focused activity. This approach to community empowerment intends to enhance leadership 5.0 for BPR BPRS throughout the Perbarindo Malang Raya Region. This is a qualitative research method with an analytical descriptive approach. This study focuses on the training offered by Smart Indonesia Academy to BPR BPRS in the Perbarindo Malang Raya Region. Smart Indonesia Academy successfully performed a community service project on May 21, 2022, at the Atria Hotel & Conference, which was attended by BPR BPRS members from the entire Perbarindo Region and Malang Raya. The Smart Indonesia Academy has prioritized leadership 5.0 knowledge.

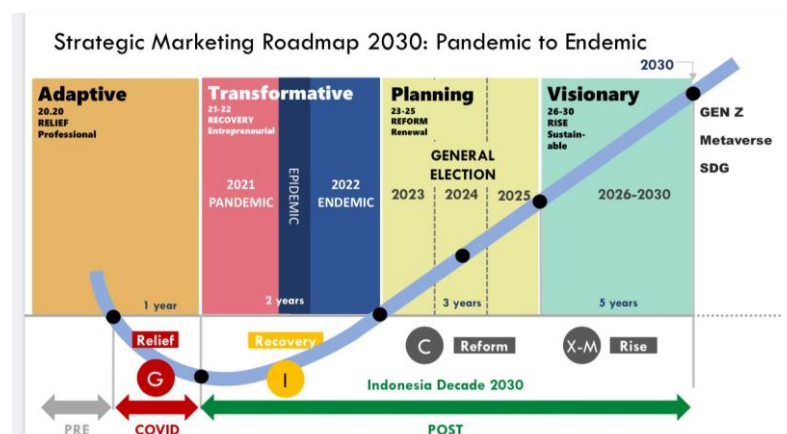
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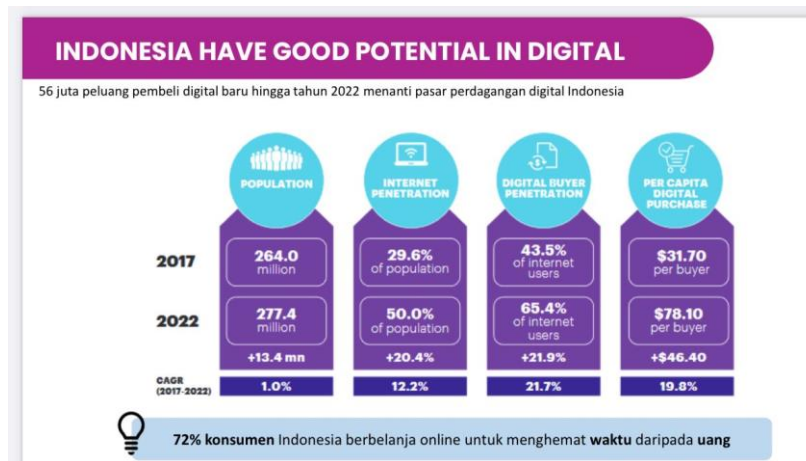
INTRODUCTION

In today's knowledge-based economy, it is more critical than ever to comprehend the value that information technology (IT) initiatives bring to businesses. Technology's development of products and services with added value has had a considerable impact on certain industries. In the entertainment industry, subscription-based on-demand downloads have replaced traditional methods of purchasing physical copies. Improving logistics services plays a significant part in the competitive landscape of heavy sector industries. The IT has also enabled the integration of value chains and the customization of goods and services for customers. As we progress further into the Fourth Industrial Revolution, technological advances such as the Internet of Things (IoT), 3-D printing, big data and analytics, machine learning, and other forms of artificial intelligence (AI), as well as other cyber-physical systems, are having an increasing impact on the development of streamlined through flexible processes and innovative business models (Rodríguez-Abitia & Bribiesca-Correa, 2021).



Picture 1. Strategic Marketing Roadmap 2030
Source: (Smart Indonesia Academy, 2022c)

The Covid-19 pandemic has impacted numerous aspects of life. Clearly, every business will require new strategies, scenarios, and leadership and management structures to address the pandemic's numerous risks (Nurhayati, 2022). The pandemic age is one of the periods in which Society 5.0 leadership delivers a human-centered society that balances economic advancement and social problem-solving through a system that is connected to the virtual world and the real world. Society 4.0 is realized if everyone has internet connection and can share information. Society 5.0 is an era in which all technology is fundamental to human existence (Ellitan, 2020).



Picture 2. revolution 4.0 and society 5.0
Source: (Smart Indonesia Academy, 2022c)

The impact of industrial revolution 4.0 and society 5.0 gives Indonesia with new opportunities. For Indonesia, a revolution that stresses digital economic growth is beneficial. Indonesia possesses the necessary market and talent for the expansion of the digital economy. Indonesia is dedicated to developing a banking sector that is globally competitive (Rahma, 2020).

On the day of the announcement of BPR BPRS 2022, DPK Perbarindo Malang Raya invited Mrs. Tanti Widia Nurdiani, director of Smart Indonesia Academy, to deliver a leadership 5.0 workshop for all BPR BPRS in Perbarindo Malang Raya Region. This sort of training stresses the empowerment of the community. This community empowerment approach intends to enhance leadership 5.0 for BPR BPRS within the entire Perbarindo Malang Raya Region.

LITERATURE REVIEW

Society 5.0

Leadership is a process of mutual influence between leaders and followers to achieve corporate goals through implementing changes. Society-Based Leadership 5.0 is a society that relies on numerous industrial revolution-era advancements for its survival. 4.0 such as the Internet of Things (internet for everything), Artificial Intelligence (AI), Big Data (huge volumes of data), etc. Five essential characteristics of leadership (Smart Indonesia Academy, 2022b):

1. Leader-follower
2. Change
3. Influence
4. Organizational goals
5. People

METHOD

This research is qualitative and descriptively analytical in style. This study focuses on the training provided by Smart Indonesia Academy to BPR BPRS in the Perbarindo Malang Raya Region. The researcher uses both primary and secondary data, such as interviews and journal articles, books, news items, etc. The data gathering process consisted of three steps: orientation, selection, and identification. The data were evaluated using the model developed by Miles and Huberman. According to Miles and Huberman (Miles & Saldana, 2014), the following phases comprise qualitative data analysis: a) data reduction, which consists of sorting, classifying, and decomposing data to saturation point; b) data presentation, which is the presenting of reduced data for analysis using criteria; and c) making conclusions.

RESULT AND DISCUSSION

This community service project was conducted by Smart Indonesia Academy at the Atria Hotel & Conference on May 21, 2022, with the participation of BPR BPRS members from the Perbarindo Malang Raya Region. Community executives and directors participated in the event's opening, which was followed by material presentations, demonstrations, and assessments.



Picture 3. community service project was conducted by Smart Indonesia Academy
Source: (Smart Indonesia Academy, 2022c)

Community empowerment is the process of enhancing the community's capabilities and potential so that individuals can realize their identity and dignity. This activity is also a kind of community empowerment with the goal of enhancing the leadership skills and potential of BPR BPRS members throughout the Perbarindo Region, Malang Raya. Community service activities are intended for BPR BPRS members in the Perbarindo Malang Raya region who have received leadership-related management training.

Smart Indonesia Academy has brought up the topic of leadership 5.0 knowledge. This exercise exposed members of BPR BPRS in the Perbarindo

Malang Raya Region to leadership 5.0-related information and learning. Based on the results of interviews conducted by the Smart Indonesia Academy, this community service activity program has been carried out in accordance with the plan. The limits that developed during the procedure were the result of technical constraints, such as changing materials and technical constraints in the field. In addition, the implementing team encountered difficulties with communication and coordination between the Smart Indonesia Academy and the BPR BPRS implementation team in the Perbarindo Region of Malang Raya. However, these difficulties can be addressed to ensure the seamless operation of all activities (Smart Indonesia Academy, 2022a).

Through this training, the community service program strives to advance the knowledge, talents, and leadership abilities of BPR BPRS throughout the Perbarindo Malang Raya region. In addition, this training is frequently juxtaposed with education. It contains various principles that act as instructions provided by Smart Indonesia Academy for carrying out the training so that it could be carried out appropriately (Smart Indonesia Academy, 2022a).

Smart Indonesia Academy highlighted that Economic Community 5.0 is a condition in which the emphasis is placed on developing a feeling of community via the implementation of the most advanced technical solutions in all sectors of the economy and society (Nakanishi, 2019). Corporate organizations, being the most powerful institution in modern society, have a significant influence in shaping this environment (Potoan et al., 2021). The digitalization of the economy, particularly with regard to the business activities of Rural Banks (Bank Perkreditan Rakyat / BPR), is one of the most rapidly evolving economic trends. Numerous parties established the national economy in the spirit of kinship and economic democracy (Regulation of the Minister of Cooperatives and SMEs Number 09 of 2018, 2018). Given the importance of financial institutions to the national economy, Rural Banks should pay close attention to the leadership skills of their workers.

The 4.0 industrial revolution that is presently occurring offers job prospects in information technology. Examples of cutting-edge technology include Artificial Intelligence (AI), Augmented Reality (AR), Remote Access (RA), and Co-Working Space (Ghofirin & Primasari, 2021). To fulfill the needs of the 4.0 era, all institutions, including those that create professionals, must upgrade their technical capabilities. Indonesia has adopted the industry-4.0 road map as of March 2018. Nevertheless, this does not imply that the 5.0 community has yet to arrive. This article's information was gathered from the ministry's website and an Erlangga Hartanto Indonesia press release dated March 18, 2018. At the 2019 World Economic Forum (WEF) in Davos, Switzerland, Japanese Prime Minister Shinzo Abe declared "society 5.0" for the first time. The rise of civilisation 5.0 highlights the issues that future generations will confront as a result of the existing scarcity of resources (Záklank & Putnová, 2019).

Relevance of society 5.0 must be tied to the circumstances of the Industrial Revolution 4.0. Society 5.0 utilized technology such as the Internet of

Things (IoT), Big Data, AI, connectivity, and robots to address issues such as social relations and digital inequality that arose (in part) as a result of the 4.0 revolution. These issues contributed to socio-economic disparity. Society 5.0 is primarily concerned with how individuals and groups might flourish in this new technological era (Schoitsch, 2019).

In the training provided by the Smart Indonesia Academy, it is said that the upcoming 5.0 society period would have an impact on the skills that professionals must possess. According to Prasetyo's research, in this era of data transparency, openness and accountability are becoming increasingly crucial. In the era of society 5.0, interpersonal skills, particularly those pertaining to the aspects of leadership, are increasingly important. Due to the digitization of information, all occupations in the 5.0 era face problems of change in all parts of life. In addition, they must utilize the most up-to-date information to address social issues. Leadership is "the ability to adjust to changing circumstances" and "the aptitude for analysis and logical reasoning," which are closely tied to interpersonal abilities (Prasetyo, 2019).

In her presentation, Tanti Widia Nurdiani, the director of Smart Indonesia Academy, underlined that in leadership 5.0, the attention of all leaders to sustainable development is becoming a growing concern for humanity and every nation (Smart Indonesia Academy, 2022b). Change management is also a component of the leadership training BPR BPRS provides in the Perbarindo Malang Raya region. Additionally, Tanti underlined that change management is necessary for leadership 5.0. According to him, change management is the methodical application of the knowledge, techniques, and resources required to manage change in the individuals touched by the process. In this context, Smart Indonesia Academy said that members of BPR BPRS in the Perbarindo Malang Raya Region should have leadership 5.0 and change management skills. Smart Indonesia Academy elucidated that these competencies are necessary for future time efficiency in order to adapt to the ever-changing dynamics of a more complicated era (Smart Indonesia Academy, 2022b).

The participation of members in developing this understanding within the organization can assist in the achievement of organizational objectives when the business direction is improved. Therefore, Smart Indonesia Academy is here to deliver 5.0 leadership training with knowledge to empower the society. Incorporating how Smart Indonesia Academy provides examples of practical management solutions to members of BPR BPRS throughout the Perbarindo Malang Raya Region with a comprehensive leadership management and change management system where the normal era is on the horizon, it is hoped that leadership 5.0 leaders will be prepared to face digital while emphasizing humanity as a point of differentiation.

CONCLUSION

Smart Indonesia Academy conducted a successful community service activity on May 21, 2022 at the Atria Hotel & Conference, which was attended by BPR BPRS members from the entire Perbarindo Region of Malang Raya. Knowledge of leadership 5.0 has been stressed by the Smart Indonesia Academy. According to the training provided by Smart Indonesia Academy, the next era of society 5.0 will impact the professional abilities that must be had. In her lecture, the director of the Smart Indonesia Academy, Tanti Widia Nurdiani, emphasized that in leadership 5.0, all leaders' attention to sustainable development will progressively become a top concern. Tanti also highlighted the significance of change management in leadership 5.0. The participation of members in contributing to the creation of this knowledge within the organization can aid in the attainment of organizational objectives whereby the business orientation is improved. Consequently, Smart Indonesia Academy is here to empower the society through leadership education and information 5.0.

UCAPAN TERIMA KASIH

Bagian ini memberi Anda kesempatan untuk menyampaikan terima kasih kepada rekan-rekan Anda yang memberikan saran untuk pelaksanaan pengabdian Anda. Anda juga dapat menyampaikan penghargaan Anda atas bantuan keuangan yang Anda terima, dalam menyelesaikan proses pengabdian ini.

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