

LEADERSHIP STRATEGY IN IMPROVING QUALITY PERFORMANCE IN YOUTH ORGANIZATIONS AS ORGANIZATIONS AMONG THE COMMUNITY

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Abstract

The leadership strategy in improving quality performance in youth organizations as an organization among the community must have a concept of leadership strategy, performance and community organization. In this article there are several previous studies that have been developed. In this study the authors used the literature review method. The results of his research show that strategy is a large-scale plan, where in an organization quality performance is needed. Community organizations are not formed to become established organizations, but as community choices that voluntarily assist the community in law, formed by independent individuals and not part of the government or controlled by a public body.

Keywords: leadership strategy, performance, community organization

INTRODUCTION

According to Muzammil (2017) leadership is defined as the ability to move, influence, motivate, order, command, prohibit and even punish, as well as fostering with the intention that humans as management media are willing to work in order to achieve administrative goals effectively and efficiently. Meanwhile, Adityawarman (2019), considers that the importance of good leadership, with its informal, personal and individual characteristics, becomes an understandable need to be fulfilled. The success of the organization in achieving the goals to be achieved depends on its leadership. According to Anung (2013), leadership is the ability to influence a group towards achieving goals.

In genetic theory, "leaders are born, not made". In social theory "a person who becomes a leader is formed and not born". Meanwhile, in ecological theory, "a person who will become a good leader when he is born already has leadership talent.

According to (Al-Baqry 2015) strategy is a large-scale plan, with a future orientation, to interact with competitive conditions to achieve organizational goals. According to (Istiharoh 2013) leadership is an activity to influence the behavior of people to work together towards a certain goal that they want together. A leader is more emphasized in an effort to encourage his subordinates or in other words is more inviting to do a job.

From the two definitions above, it is clear that leadership strategy is a process of providing the direction and inspiration needed to create and implement a vision, mission and strategy to achieve organizational goals. With a strategy, an organization will get a strong position or position.

According to (Sari 2016) performance is the result of a process or the level of success of a person or the whole during a certain period in carrying out their duties both in quality and quantity. According to (Suprihati 2014) performance is the achievement of organizational goals that can form reliable quantitative and qualitative output or other things that the organization can desire.

Performance is the result of work in quality and quantity achieved by a person in carrying out his duties in accordance with the responsibilities that have been given to him. A person's performance is also a combination of abilities, efforts and opportunities that can be assessed from the results of his work.

According to (Mulyadi 2012) community organizations are a forum for community participation, to make a real and meaningful contribution in every development process. In this regard, mass organizations that grow and develop in various forms and orientations in a pluralistic Indonesian society need to be considered for their roles and contributions both as instruments and strategies in community-based development. . According to (Holloway 1997) that form of organization that pays attention to the interests of the community independently and not for profit or organizations that provide benefits to the community.

Community organizations are organizations founded and formed by the community voluntarily based on common aspirations, activities and goals to participate.

Organizational strategy is a pattern or one that integrates the main goals or policies of the organization with a series of actions in a binding statement relating to general principles to achieve the organization's mission. In an organization, a strategy is needed to support certain goals and long-term goals. Without a strategy an organization will not achieve a goal. An organization will not survive in the very long term, and cannot adapt to changes that occur if an organization does not use strategy.

METHOD

This study uses a literature review method, which is carried out by researchers by collecting several kinds of sources such as national journals and international journals related to the problem and research objectives. This technique is carried out with the aim of revealing various theories that are relevant to the problems being faced/researched as reference material in the discussion of research results.

RESULTS AND DISCUSSION

The role of leaders in improving performance is one of the keys to success for an organization. In improving the performance of members, it is very decisive in directing one's personal attitudes and behavior to be able to behave and behave in accordance with the rules specified in supporting the achievement of organizational goals. As an expression even though the availability of costs and work procedures, but if members of the organization behave not according to the mission of the organization, it will result in the failure of achieving organizational goals. Therefore, members as human resources in an organization must be fostered, and directed.

Thus there are several leadership strategies in youth organizations including: 1) Togetherness, where we will be able to handle activities if togetherness will be well established, communication, intimacy and mutual respect for each other. Both with fellow members and members with the chairman, 2) Setting an example for all members, meaning here when telling members to be disciplined, we must also be disciplined, 3) Take a personal approach, 4) Give responsibility, 5) Give them equal opportunities in opinion, 6) Provide motivation to members.

Based on the results above, it shows that the leadership strategy, especially in improving human resources in youth organizations, has not been implemented optimally. Because there is no action plan to realize performance improvement actions, it only explains the direction of the human resource improvement strategy. It should be in planning must be balanced and run according to the main tasks and functions that have been planned. Meanwhile, the best strategy is to take action with clear and mature planning.

CONCLUSION

An organization needs leaders who understand their responsibilities. The role of leaders and leadership strategies are needed to create quality performance. The leadership strategy here is a means used to gain success or success in achieving the ultimate goal or goal. But strategy is not just a plan.

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