

NEW NORMAL AND TRANSGLOBAL LEADERSHIP POLICY

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ABSTRACT:

Transglobal Leadership in the Digital Age according to Policy; President Joko Widodo (Jokowi) emphasized that people must be able to compromise, live side by side, and make peace with Covid-19, in order to remain productive, for that, the government regulates that people's lives can continue to run normally, with the term New Normal. Leadership influences; in All Aspects of Life; both economics / finance, especially in the field of Transglobal Leadership in the Digital Age. Writing articles aims to; achieve Goal Oriented Output & Outcomes (new normal conditions in the digital era and coordination of transglobal leadership policies during the new normal in the Digital Age). The output of this article is for institutional optimization of the professionalization of the implementation of transglobal leadership policies and the implementation of health procedures through institutionalized education programs through transglobal leadership policies in the digital era.

KEYWORDS: New Normal. Transglobal Leadership Policy. Digital era

INTRODUCTION:

New normal conditions, including in government policy. The government regulates people's lives, to live accordingly. Humans must be able to adapt to life situations and conditions that continue to pay attention to health

procedures, to routine daily activities, usually carrying out work, school, sports and others. Even though the pandemic has ended, each individual can carry out work according to the routine he did as before, by staying alert and maintaining the surrounding conditions either in a new normal life or a new routine with activities that have been carried out for a long time, without burdening our psychology with thoughts and limiting space and work as a leader in carrying out his leadership. The leader with his leadership continues to move globally and must continue to be able to pay attention to the progress of information and communication through digital which continues to grow.

Transglobal leadership in the digital era in addition to carrying out its duties in institutions also pays attention to health procedures and digital progress. This is a big challenge because the adaptation process is certainly not as easy as turning your palm. This adaptation process will be successful if leaders with global leadership can transform, pay attention to situations and conditions properly and can improve leadership competence in the digital era.

Leadership with globalizing policies must be able to keep up with rapid technological developments, encourage the ability of the digitalization era in all aspects of life, including in the world of work and individual leadership. The flexibility offered and the presence of technology have proven to contribute a lot to the ease of each individual's activities,

especially a leader to work in helping his leadership activities, especially transglobal leadership in the digital era for educational institutions. Also especially for students as millennial generation; enjoy and be more open to taking advantage of technological developments in the digital era in their daily activities in implementing the learning process.

Referring to Eric Mary's opinion. Country Manager of Robert Walters Indonesia; on Performance institutions; a professional recruitment specialist company on a global scale, how the digital era has changed the way a leader manages his organization, including managing and integrating the millennial generation. This is in accordance with the opinion of Baby Boomers and Generation X to avoid conflicts between generations at work and to maximize work, so the era of digitalization plays a very important role in information and transformational progress.

Based on the explanation above, this article is focused on the New Normal Conditions and the Influence of Transglobal Leadership Policies in the Digital Age.

THEORITICAL REVIEW:

Referring to Cleveland's opinion, there are four things we must do in order for the adaptation process to a new routine or a new normal. Here are 4 things that can be done in order to be able to adapt to the new normal situation and conditions, namely; 1). Make Peace with the Situation 2) Maintain Communication with Other People 3) Maintain Emotional Balance 4) Focus on the present 5).

The situation in the midst of an urgent transition, leadership in all sectors and levels, especially leadership in educational institutions, has an important factor in determining success. Every leader applies Transglobal leadership. Transglobal leadership is synonymous with modernist leadership; that

is, leadership with all systems and values, as a consequence a much more adaptive type of leadership is needed. Especially in the midst of the Covid 19 pandemic situation which has changed the previous order, it is very appropriate for transglobal leadership to be an important application to improve all aspects of improvement in new normal conditions, namely through the digital era, improved through the industrial revolution 4.0 system in the advancement of communication technology that is reflected on the application of artificial intelligence (Artical Intelligence), Internet of Things (IoT) and Big Data, this requires the speed of thinking and acting, through Transglobal leadership is the most type. (Syahrul & Inas; 2020)

The presence of Transglobal leadership can be the most rational option. In the midst of ambiguous conditions and technology-stuttering attitudes that lead to work disorientation in various institutions and institutions, a leader who has intelligence is needed.

According to Eric's opinion, there are several new criteria that leaders in this digital era must have, to measure the success of leading different generations in their workplace, namely; 1) Ability to master information technology communication. 2) Open Minded. 3) responsive to change 4) Dare to Take Risks 5) Optimizing Your Own Energy 6) Obtaining and Providing Energy to other leaders 7) Providing Energy to the whole Organization. 8) Managing Intergenerational Conflict in the Workplace

RESEARCH METHODS:

The method of writing this article; through the search of literature study / library research (Library Research) and observation of problems that are narrated, based on a descriptive approach, and analyze through primary data; Experience the reality of existing

education and literature review as well as research journals and internet articles. Library Research Library technique is "library research carried out by reading, studying and recording various literatures or reading materials that are in accordance with the subject matter, then filtered and put in a theoretical framework of thought". (Hardiansyah, Haris. 2012)

RESULTS AND DISCUSSION:

New Normal Conditions In the Digital Age:

An unprecedented situation has become a new normal in the midst of the Covid-19 pandemic, in carrying out activities, you should still wear a mask when you always wash your hands, and maintain physical distance when you are in a crowded place / workplace. New normal conditions, each individual continues to carry out activities and provide services while still paying attention to Covid's health procedures

World of Education, in new normal condition; keep on moving through; 1) Implementation of the Home Teaching and Learning System 2) Carrying out Online Examinations 3) Graduation in Digital Format (in Design and already implemented).

The implementation of the new normal is regulated in the Decree of the Minister of Health Number HK.01.07 / MENKES / 328/2020 concerning Guidelines for the Prevention and Control of Covid-19 in Office and Industrial Workplaces in Support of Business Continuity in Pandemic Situations. Below is an image to comply with Potap health regulations in the work place of Public areas, also in educational institutions.

Leadership in Leadership:

Leaders in leadership have different meanings; a) A leader is a person who leads a group of two or more people, either organization or family. Whereas leadership is the ability of a leader to control, lead, influence

the thoughts, feelings or behavior of others to achieve predetermined goals. Meanwhile, b) leadership is an inherent ability in a person who leads which depends on various factors, both internal and external factors. If the leader is translated into English, it becomes "LEADER", which has duties for LEAD members around him. Meanwhile, the meaning of LEAD is: 1). Loyalty, a leader must be able to arouse the loyalty of his colleagues and give loyalty in kindness. 2). Educate, a leader is able to educate his colleagues and pass on to his colleagues. 3). Advice, provide advice and advice on existing problems. 4). Discipline, provides an example in discipline and enforces discipline in every activity. (Kartono Kartini; 2008)

Leadership can be said as the way of a leader in serving, directing, encouraging and managing all elements in groups, organizations, institutions to achieve the desired institutional / company goals so as to produce the performance of subordinates / employees in achieving the work of an individual or employee in realizing the objectives of the institution / company. As described in the image below; to become a leadership can be; 1) Empower people. 2) Inspire People 3) Lead Change. 4) Share a Vision.



Being a good leader, a leader must have; 1) vision 2) focus 3) Integrity 4) Inspiration 5) Recognition 6) communication 7) Enouragement 8) goals 9) support 10) Simulating work 11) good Example.



Transglobal Leadership Policies in a New Normal Era in the Digital Age:

The influence of Transglobal Leadership can be implemented through Transglobal Leadership Policies in the New Normal Era in the Digital Age.

As for the influence of Transglobal leadership, leading to leadership based on; keep the spiritual soul, can balance emotional intelligence for the stability of intellectual intelligence. Emotional intelligence can adjust the cultural development and entrepreneurial spirit of individuals, while intellectual intelligence can determine and according to Dewi, I Gusti Ayu Manuati. (2009), that measuring the effectiveness and productivity efficiency of a leader with transglobal leadership is very important.

Based on the explanation above, it can be seen in the picture; Transglobal Leadership concept design.

Transglobal Leadership; Leaders should have full creativity; has talent / habid and has a breakthrough move Out Of The Box; have an adaptive soul; resilience, have a spirit of flexibility, have a spirit of connectivity and responsiveness in all situations and circumstances, and can compete in global competition to achieve productive leadership.

Below is a design drawing of the Transglobal leadership concept below;

Transglobal leadership in the New Normal era is very important to pay attention to; 1) The importance of actualizing and internalizing the values of transglobal leadership in supporting the success of an institution / organization is a very urgent priority. 2) Strategic Policy and HR Development System according to their Expertise Areas. 3) Commitment of leaders and all parties to carry the importance of efforts to develop superior & competitive human resources 4) Concern for Transglobal Leadership to create good work governance; achieve increased work productivity and welfare of its members through the use of programs that are applicable, transparent and accountable.

Leadership has a nature; 1) High influence 2) Have followers 3) Intention (vision) 4) Common Member Goals 5) Personal Responsibility 6) Have positive changes.

Leadership in the Digital Age; the leader must be able to become; 1). Knowing; a) A leader is born from an authentic process that begins with knowledge. As a leader, he needs to think and understand the skills, competencies and technical information needed to be able to manage a team in the modern world of work. For many leaders, digital can be a 'frenemy' (friend / foe). (Agus Mulyanto. 2009) This can be a forum to increase the influence, prestige and strength of a leader. b) Technology can be a hidden opportunity, where "digital" can be a medium that plunges leaders into "ego centric". c) A leader may be increasingly famous because of social media, so he is reluctant to interact with people who are considered "not on his level". d) However, it must be realized that the success of a leader, one of which is the media; which records the success trail of a leader who is known to many people through digital media

information, as modern information technology.

e) Knowledge and ability to use digital technology are needed by a leader, not only in this digital era as a leader but must be flexible in order to keep up with the dynamic developments.

2) .Doing;

a) Leaders who have the right information; able to take advantage of authentic digital quite easily.

b) The challenge when becoming a leader by leading others; Leaders in putting that knowledge into practice create output and outcomes in the institution.

c) The digital world of information can be accessed quickly and easily, so this convenience encourages leaders and members to further increase innovation. Not only that, the character 'culture, the spirit of entrepreneurship / entrepreneurship that is built makes leaders more willing to take risks.

d) The leader does not only provide delegation and orders, but it is necessary for a leader to be involved in existing activities.

e) Working with a team, interacting and taking an active role with many members of the institution is one way to become a leader who is not only stuck in "status", but also takes "action" in accordance with the required capacity.

3). Being;

The most difficult thing about becoming a true leader is the form stage.

a) The commitment of the leader is challenged to be able to consistently manifest the role of a leader in the institution.

b) Leaders must be able to guide their members to achieve goals, act according to values, in maintaining integrity.

c) The leader has the best track record that can be exemplary and become self-integrity.

d) Leaders can overcome all obstacles in life and learn from various experiences to achieve success. Experience can shape today's leaders, as well as influence how to make decisions and be smart in technology.

e) Leaders must be able to influence their members, they must also be able to encourage their members to use science and be smart in using Digital ".

f) Leaders are able to act and make smart decisions.

g) The

leader must be able to manage every component of how other people react, respond, and improve work results and be a solution (responsive and resilient) for members and changes occur quickly.

h) It is important for leaders to be able to embrace and accept at the same time, both the pros and cons of every activity in the organization and also anticipating rapid changes in the digital era.

i) Leaders in this digital era will communicate and engage with many audiences more often.

j) Leaders, must be able to build a global perspective and minimize subjective perspectives.

k) Even the leader must be able to have a unique and new perspective.

l) Leaders in the digital age must try and must be able to take these three things more seriously, so that they can become leaders who have policies in transglobal and must be able to lead the team to success with institutions / companies.

Transglobal Leadership Policy; Based on the opinion of;

1) Bambang; (2019): explains that transglobal leadership is leadership based on intelligence, and is directly proportional to productivity.

2) transglobal leadership system; such as from the center to the regions and universities through empowerment / services; Human resources, education managers, are able to increase productivity, output and outcomes.

3) Transglobal leadership must change; Adjusting to the dynamics and demands of the times.

4) Leaders are very important to improvise & be able to understand the development and changes of leadership in all lines from time to time.

5) During the New Normal Era, every leader must dare to change. It has even become a pioneer of change as a whole and integrated across sectors with other stakeholders. (Kristiansen, Stein. Praktikno. 2006.)

Digital Diera leadership can be seen in the following Figure design;



Based on the explanation above, a leadership must be in accordance with the picture below;

- 1) vision 2) Strategy 3) Decision. 4) Challenges
- 5) Teamwork 6) Creativity 7) Motivation 8) Ambition (Beach, L.R & Connolly, T. (2005)



CONCLUSION:

Transglobal leadership in the new normal era can carry out the policies of a reliable leader with professional leadership in mastering information technology in the digital era, to achieve Goal Oriented Output & Outcomes (in new normal conditions in the digital era and can coordinate transglobal leadership policies during the new normal in the era Digital). Optimizing Transglobal Leadership must be institutionalized for the professionalization of the implementation of leadership policies in implementing health procedures through institutionalized education programs through transglobal leadership policies in the digital era.

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