

Competences of Industry 4.0: Is the Leadership Important in the Food Service Industry?

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Abstract: This study discusses the competence of vocational education students in preparing themselves to enter the workforce. Prospective workers need to prepare themselves with various food service industry qualifications. Amid the 4.0 industrial era, competition between humans and robots is getting tougher. Hundreds of workers in Germany were dismissed for not meeting the qualifications in 2014, April 2019 France has dismissed 1,600 workers and replaced them with robots. For the world of education that focuses on meeting industry needs such as vocational education is a challenge. This research method is a literature review by collecting various references from the results of previous studies that are relevant to the topic of this research and then selected according to needs and analyzed in depth to find answers to this research question. The focus of this research is on the innovation of the competence of food service industry workers needed in the industrial era 4.0. The results of this study are in the form of tracing competencies not possessed by robots and superior humans in them. Leadership is the answer to this problem, leadership is not owned by robots. But the priority for workers in the food service industry who are required to work effectively, efficiently, collaboratively, innovatively and excellently. Preparation of leadership competencies is the capital of vocational education students as prospective workers in meeting the needs of the food service industry.

1 INTRODUCTION

The food service industry has many demands for workers to be able to provide excellent service for consumers (Costa et al., 2017; Mersha & Adlakha, 1992). Providing excellent service to the workers must have social skills competencies in this industrial 4.0 era (Ramle & Rohana, 2012). Working in the food service industry requires workers to have good leadership in organizing various existing jobs (Bauer, Hammerle, Schlund, & Vocke, 2015). Leadership has a lot of relevance to the various needs of the food service industry (Cichy & Cook, 1991). However, the current reality, the fulfilment of leadership of workers in the food service industry is still very lacking (Anne, 2015; Bauer et al., 2015).

In the midst of industry 4.0 which demands a variety of employee competency innovations, this phenomenon has occurred and displaced 238 out of 100 employees in Germany (Qin, Liu, & Grosvenor, 2016) and 1,600 workers in France have been replaced by robots (Reeve, 2016). So, this is a concern for vocational education as an institution and students to prepare themselves so that their role

will not be shifted by robots in the industry 4.0 era (Sanders, Elangeswaran, & Wulfsberg, 2016).

The focus of this study looks at how important leadership is for workers who are in the food service industry. Because in this case the competition of workers is not only with fellow humans as workers. At present, the food service industry has presented robots as workers who are considered more effective, efficient and low cost compared to hiring humans as workers.

2 METHODS

This research method is divided into two main parts, namely the search and sorting phase and the data analysis stage. This research is limited to leadership topics in the food service industry. Then further review of this topic refers to empirical findings. The first step is to search and sort electronic databases using the keywords of leadership in vocational education and the food service industry. This electronic database is used as a reference for research obtained from ERIC, Tandfonline, Encyclopedia Special of Education and research gates.

The next stage is the data analysis stage. Where the database has been collected and sorted and then analyzed according to the purpose of writing this literature review. Each article is read, analyzed and summarized by paraphrasing the research method, results and/or discussion according to the needs of writing this literature review study. This is done repeatedly for all databases that have been owned and in accordance with the topic of this research topic.

3 RESULTS AND DISCUSSIONS

3.1 Competence of Food Service Industry Workers

In 2018, Indonesia was ranked 9th with the highest tourism growth in the world version of the World Travel & Tourism Council (WTTC) (Antara News, October 2018). The growth of the tourism sector is directly proportional to the industries in it, including the food service industry. From 2013 to 2018, there was an increase in the number of workers working in the tourism sector. In 2013 the number of workers in the food service services sector amounted to 7.08 million people and in 2018 amounted to 10.18 million people. In 2013 the contribution of the tourism sector to the national workforce reached 8.98% of the total national workforce. When compared with 2013, where at that time the labour force in this sector was at 7.02 million workers, the recorded growth achieved by this sector's workforce was 45.01% in 2018. Seeing this growth, the workers will be required to meet the competency qualifications required by the food service industry (Gerald, 2014). Competence of workers must be able to meet the demands of changing labour market needs with very rapid changes in technology, ways of working, demands of customer tastes, social, economic and cultural environments both nationally and internationally.

The food service industry has special qualifications for graduates of Vocational Education which are included in levels II and III (BNSP, 2017). The qualifications of food service industry in level II and III for graduates of VOCATIONAL EDUCATION are divided into level II: Handling, Steward, Waiter, Baker, Pastry Cook, Cook Helper, while level III: Cook, Captain Waiter, Assistant Chief Steward, Captain F & B, Captain Baker / Chief Baker, Bartender. These various core competencies and special competencies according to the level II and III certification qualifications are

very closely related to social skills which are one of the needs of the Food service Services Industry that will be increasingly sought, so that these competencies must be fulfilled by every graduate of Vocational Education in Food service Services. Various qualifications that become priorities are leadership where leadership is the ability to motivate, guide, and support others to achieve something and have delegate skills (Sail & Alavi, 2010).

Industry will continue to grow in the 21st century with a variety of theories that are developing such as industry theory 4.0 (Revee, 2016). Preparation of qualifications in accordance with the needs of the food service industry must be prepared in the form of knowledge and discipline in learning all developments in the industry including leadership. The ability to lead and communicate both formally and informally becomes a big capital for workers in following and fulfilling various qualifications in the industry (D. N. A. Ismail, 2011). A good ability possessed by each worker will be able to help workers survive under the various pressures that exist in the industry and increase work wages (R. Ismail, 2009).

3.2 Leadership and Vocational Education

Vocational education is obliged to develop the professionalism and leadership of their students so that they are able to meet industry qualifications and compete in them (Gehlhar, Regmi, Stefanou, & Zoumas, 2009). It aims to achieve the goal of vocational education itself in preparing competent students according to industry needs (Hagos & van, 2013; Olander & Olander, 2013).

Leadership in theory is called a behavior which is able to provide participatory, distributive and democratic and able to organize effectively in carrying out transformations and changes (Anne, 2015; Reeve, 2016). In general, such leadership is the most effective for vocational education (Callan, Mitchell, Clayton & Smith, 2007; Eddy, 2010; Nevarez, Wood & Penrose, 2013; Vargas, 2013).

Leadership has strength in every job well in working with colleagues, this is what helps vocational education students in entering the workforce with various demands. This leadership is considered capable and very closely related in the management process of a job that is visionary and directed because workers who have good leadership will be able to capture instructions, organize and carry out it according to the direction of achieving

goals correctly and effectively (Catherine, Robertson, 2015).

3.3 Leadership in Food and Service Education

Having leadership above the average for workers in the food service industry is becoming increasingly important. In the food service industry, having the ability to organize work, the ability to see and make a strategy in achieving goals are key in a job. The leadership characteristics that must be possessed by workers in the food service industry (Ronald and Michael, 1990) are as follows:

- a. The ability to share tasks according to the duties of each worker
- b. Have a high energy
- c. Have an oriented
- d. Able to fulfil every job demand and share and transform information about work.

Being a leader for every worker besides paying attention to the characteristics of leadership of the workers, there are several competencies from the leadership values that must be possessed by workers in the food service industry such as:

- a. Have full attention in carrying out their duties and work.
- b. Having the ability to communicate as a leader in transforming information to all team members.
- c. Having the ability of reliability, predictability and accountability in work.
- d. Have the ability to be confident in facing various failures and work problems properly.
- e. Have the ability to develop a vision in achieving organizational or workplace goals.
- f. Have trust in team members or other workers in coordinating the process of carrying out the work.
- g. Have special abilities or expertise in the field
- h. Have the ability to carry out tasks.
- i. Have a good focus on seeing the expectations and reality of work in the food service industry.
- j. Have job loyalty in the work environment.
- k. Have good competitiveness.

Many previous studies have mentioned that leadership is not something absolute. But it will be very relative to the sharpness of each person's personality. The importance of leadership in a job that can be adapted to the needs of the food service industry can be seen in table 1:

Table 1. Leaderships Importance

Competences
Effective Leaders
Personal who is strong and has high trust values
Able to provide information by going up
Able to listen and speak well with other workers.
Know the strength of each team member / worker
Become a source of "power" for other workers.
Leaderships Keys
Vision development
Expert in their field
Dare to take risks
Have trust in coordination
Leader's necessity
High credibility
Confidence
High accountability
Competitive
Serve
Empathy
Good physical and emotional stamina
Ability to anticipate.

From table 1, a number of leadership competency values that must be possessed by every food service worker, where a food service industry requires workers to be able to provide excellent, effective and efficient service to provide satisfaction to consumers. In addition to the various competencies that must be owned by food workers, a worker who has good leadership must be able to continue learning to develop various competencies in every process of work undertaken. Because in this industrial world changes continue to occur dynamically and cannot be predicted. This industrial era 4.0 puts forward digital automation including the involvement of robots. However, social skills cannot be possessed by robots, including leadership, which is a priority for food service industry workers in supporting various solutions to the challenges that exist in the civil service. So, this competition must be won by workers compared to robots including in leading work for workers in the food service industry.

4 CONCLUSIONS

Workers will be demanded for various competencies that must be completed in order to fulfil the food service industry qualifications. Excellent service is the main focus in achieving the goal of giving satisfaction to the waiter. Every worker must have good leadership in the midst of the various demands

and challenges of employment in the food service industry both physically, socially and emotionally. This leadership becomes an answer to the problems of various challenges that exist in this industrial era 4.0, because through this leadership has the ability to work effectively, efficiently, collaboratively, innovatively and excellently.

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