Influence of Digital Leadership Models on the Performance of Educators and Educational Personnel in the COVID-19 Pandemic in the First Middle School

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Abstract—This research is entitled "Influence of Digital Model on The Performance of Educators and Education Personnel in Padalarang District of West Bandung Regency". In the current Covid-19 Pandemic, education must be conducted using digitalization using Online between Educators and Students and Education Personnel with school committees. Research aims to address the Leadership Model influenced by the rapid development of Technology by changing the Traditional Leadership Model to Digital Leadership. A leader especially stakeholders in education needs to know the advantages and disadvantages of the digital sphere itself and be able to have the ability to inspire its subordinates to innovate and defend ideas. The sharpness in implementing digital leadership benchmarks demonstrates a fast, cross-hierarchical, cooperative, and team-oriented approach that often integrates innovation. This research is aimed at looking at the role of Digital Leadership in Formal Education, especially in Public Schools. This research will be conducted in West Bandung Regency in The First Middle School. This research uses descriptive methods using quantitative approaches. The population that is used as a source of data and research is all educators and education workers of junior high schools in Padalarang district of West Bandung Regency. The respondents and the population were taken by the entire population in all schools in West Bandung Regency. The data obtain through distributing Questionnaires and then the data analyse through descriptive Statistic, from the results that have been done, there are still many educators and education Staff and school committees who do not understand and apply digital leadership in school, so there are still those who don't know digital leadership, especially in schools that currently use E-Learning.

Keywords—digital leadership model supervision, educator and education performance

I. Introduction

Influence of Digital Model on The Performance of Educators and Education Personnel in Padalarang District of West Bandung Regency". In the current Covid-19 Pandemic, education must be conducted using digitalization using Online between Educators and Students and Education Personnel with school committees. Research aims to address the Leadership Model influenced by the rapid development of Technology by changing the Traditional Leadership Model to Digital Leadership. A leader especially stakeholders in education needs to know the advantages and disadvantages of the digital sphere itself and be able to have the ability to inspire its subordinates to innovate and defend ideas.

The sharpness in implementing digital leadership benchmarks demonstrates a fast, cross-hierarchical, cooperative, and team-oriented approach that often integrates innovation. This research is aimed at looking at the role of Digital Leadership in Formal Education, especially in Public Schools. Digital leadership is a provision for leaders and potential leaders to be able to direct the organizations they lead to transform towards digital. Goethals explain that digital leadership means leadership in the core sectors of the information society such as communication, press or multiple media [1]. This definition means that digital leadership is leadership in the information sector such as communication, practice and multiple media. In this regard, digital leadership trains leadership in the context of various levels of technology. This leadership directs, facilitates and coordinates digital work and knowledge processes in organizations. Digital leadership requires not only an appreciation of the potential of information and communication technology to assist in the leadership of a company, but also recognition of the limitations of these technologies and how they are used in projecting leadership throughout the organization [2].

Digital leadership as described by Tanniru is a process that is essential to developing and sustaining a culture of innovation by bringing ideas to fruition quickly using an agile IT and business architecture [3]. In addition, digital transformation that requires top to bottom organizational change, which

requires leaders who are willing and able to leverage digital to innovate, fail fast and drive value [4]. Furthermore, in the context of education, several things that become challenges for digital leadership are educational competence, competence in research, competence for technological commercialization, competence in globalization.

II. THEORETICAL REVIEW

Digital Leadership a leader must be extra careful about the new limitations and opportunities that arise as a result of the development of ICT and must be able to use ICT effectively. For this reason, the leadership characteristics that will be sought at this time are a leader who has innovation capabilities, digital skills, strong networks, collaboration, participatory engagement, and vision [5].

In response to this, in short, there is a need for a digital leadership. Digital leadership is a provision for leaders and potential leaders to be able to direct the organizations they lead to transform towards digital. Goethals explain that digital leadership means leadership in the core sectors of the information society such as communication, press or multiple media [1]. This definition means that digital leadership is leadership in the information sector such as communication, practice and multiple media. In this regard, digital leadership trains leadership in the context of various levels of technology. This leadership directs, facilitates and coordinates digital work and knowledge processes in organizations.

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Digital leadership as described by Tanniru is a process that is essential to developing and sustaining a culture of innovation by bringing ideas to fruition quickly using an agile IT and business architecture [3]. In addition, digital transformation that requires top to bottom organizational change, which requires leaders who are willing and able to leverage digital to innovate, fail fast and drive value [4]. The digital age is a term used in the emergence of digital, internet networks, especially computer information technology. The new media of the Digital Age are often used to describe digital technology.

This media has the characteristics of being able to be manipulated, networked or internet in nature, apart from the internet such as print media, television, magazines, newspapers, etc. are not included in the category of new media. and usually teachers, school principals and even school committees really understand what is called digital leadership, so that what is done in the Covid 19 pandemic has a positive impact and deficiencies can be avoided. **Challenges Faced by E-Leaders** Digital leaders must communicate with people through electronic media effectively. Whereas without face-to-face communication, it is very difficult to trust someone. So, building trust with followers in virtual communication is a big challenge for leaders because face-to-face communication does not occur between them. It is also very difficult for a leader to inspire people, motivate and inspire them to do a good job in virtual situations because he or she cannot see their reactions and expressions about his direction and guidance. Even if virtual communication can be carried out effectively, virtual leaders still have a great deal of effort to direct and guide people remotely. This creates a huge challenge for leaders to create a collaborative virtual culture. It is a culture that helps him to be heard by all followers so that they can coordinate with him to achieve common goals. Build a social climate through ICTs so that followers coordinate with each other and work in a more socially responsible manner keeping in mind the others.

III. METHODS

This research will be conducted in West Bandung Regency in The First Middle School. This research uses descriptive methods using quantitative approaches. The population that is used as a source of data and research is all educators and education workers of junior high schools in Padalarang district of West Bandung Regency. The respondents and the population were taken by the entire population in all schools in West Bandung Regency. This Research Use Quantitative Methods with the sampling Technique used is proportional random Sampling: Teacher, Headmaster, and School Committees which is 30% Headmaster, 35% Teacher and 35% School Committee. The total Number of Speaker was 55 people consisting of: 11 Headmaster, 22 Teacher, 22 School Committees. The data obtain through distributing Questionnaires and then the data analyse through descriptive Statistic, from the results that have been done, there are still many educators and education Staff and school committees who do not understand and apply digital leadership in school, so there are still those who don't know digital leadership, especially in schools that currently use E- Learning.

IV. CONCLUSION

Influence of Digital Model on The Performance of Educators and Education Personnel in Padalarang District of West Bandung Regency". In the current Covid-19 Pandemic, education must be conducted using digitalization using Online between Educators and Students and Education Personnel with school committees. Research aims to address the Leadership Model influenced by the rapid development of Technology by changing the Traditional Leadership Model to Digital Leadership. A leader especially stakeholders in education needs to know the advantages and disadvantages of the digital sphere itself and be able to have the ability to inspire its subordinates to innovate and defend ideas. The sharpness in implementing digital leadership benchmarks demonstrates a fast, cross-hierarchical, cooperative, and team-oriented approach that often integrates innovation. This research is aimed at looking at the role of Digital Leadership in Formal Education, especially in Public Schools.

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Thus the recommendation that the researcher wants to achieve is to find out how knowledgeable principals, teachers and school committees are of digital leadership and the researcher hopes that this research can continue to develop so that we can find out how big the role of this leadership is during the current pandemic, generally in the educational environment especially in the school.

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