The Role of Digital-Based Leadership on Employee Performance

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ARTICLE INFO	ABSTRACT
	Digital leadership is a form of leadership that utilizes and utilizes digital technology in an effort to achieve company goals. Technology-based (digital) leadership is increasingly important and necessary. The aim of this research is to identify the impact of digital-based leadership on employee performance at CV Saintek Depok, West Java. This research method uses a literature review method, by understanding previous studies and relevant frameworks. Research location in Depok City CV Berkah Saintek. Determining Focus and Goals, Searching for Information Sources, Selection of Sources, Evaluation of Sources, Compilation of Summaries, Analysis and Interpretation and writing of results. The results of this research are Digital strategy focuses on using technology to improve business performance, whether that means creating new products or reimagining current processes. It specifies the direction an organization will take to create new competitive advantages with technology, as well as the tactics it will use to achieve these changes.

INTRODUCTION

Digital Transformation is the process of using information and communication technology to make changes to the activities of society, the business world, and the government in carrying out business processes. The role of digital-based leadership in employee performance is very important in an increasingly digitalized world of work. Digital is able to facilitate effective communication. Digital leadership allows leaders to communicate in real-time with their teams, improving collaboration and coordination on work projects. (Zein, H. H. M., & Septiani, 2024). Apart from that, it can facilitate access to information. With digital platforms, leaders can provide easy access to the information and resources needed by employees to complete their tasks, thereby increasing work efficiency. Digital can also facilitate employee learning and development (Ghodang, H., & Fidela Ghodang, 2023).

Leaders can use digital technology to provide employee training and development online, thereby helping employees improve their skills and knowledge. Employees are able to interact and be monitored well. Employees easily share problems in the field (Pratiwi, N. M., & Manafe, 2022).

Digital processes can increase employee involvement: Through digital platforms, employees can be more involved in the decision-making process and provide feedback, so they feel appreciated and motivated to provide the best performance (Darmawan, et al, 2023). Lastly, real-time performance monitoring: By using digital technology, leaders can monitor employee performance in real-time, identify potential problems or obstacles, and provide the necessary assistance or direction quickly.

By utilizing digital technology wisely, digital-based leadership can help improve employee performance and productivity in an ever-evolving work environment. The role of digital-based leadership on employee performance is very significant in the current digital era. (Nugis, P. K., & Sanggarwati, 2024)

The abilities needed in the current era are not only hard skills, but also soft skills such as communication, coordination and autonomy. Digital leaders must now be oriented towards not only creating a digital workforce today, but developing a future workforce that can see the big picture and is able to identify opportunities and challenges. Orben & Okellar (2018): digital leadership (leadership 4.0) is a fast, cross-hierarchical, team-oriented and cooperative approach, with a strong focus on innovation, creating a conducive environment that allows talents to be creative freely and have the leader's personal competence. The mindset and ability to apply new methods and instruments such as design thinking are important dimensions for 4.0 leaders. Digital leadership is needed in the digital transformation process currently underway to oversee rapid change and use of technology in various sectors, including the government sector. The presence of digital leaders can encourage accelerated transformation within the organization.

The research question is how to identify the impact of digital-based leadership on employee performance at CV Saintek Depok, West Java? The aim of this research is to identify the impact of digital-based leadership on employee performance at CV Saintek Depok, West Java.

METHOD

The stages of the literature review or literature review method involve several important steps, namely, first, determining the focus and objectives. Determine the focus and objectives of the literature review. For example, whether you want to understand the latest developments in a field, identify knowledge gaps, or support arguments in research. Second, Search for Information Sources, searching for relevant and reliable sources of information.

Sources of information can be scientific journals, books, articles, conferences, thesis tests, and other academic documents. Third, Source Selection selects the most relevant and high quality sources according to the focus of the study. Ensure that the information selected supports the research objectives. Fourth, evaluate sources, evaluate the reliability, credibility and relevance of each source of information that will be used in the literature review to ensure the accuracy of the data taken. Fifth, prepare a summary. Create a brief summary of each selected information source.

Organize information from selected sources into an analytical or synthetic framework that is appropriate to the focus of the study. Seventh analysis and interpretation. Analyze and interpret information gathered from library sources. Identify trends, conflicts, and knowledge gaps that may emerge during the literature review. Finally, organize your literature review in a format that meets academic writing standards, include a comprehensive reference list, and be sure to present the information coherently and consistently.

RESULT AND DISCUSSION

The role of digital-based leadership on employee performance is very significant in an increasingly digitalized work environment. Some important aspects of this role include:

1. Effective communication: Digital-based leadership allows leaders to communicate with teams in real-time via various digital platforms, ensuring direction and information are conveyed quickly and clearly.

2. Better collaboration: With digital technology, employees can more easily collaborate on projects, share ideas, and work together efficiently, increasing team productivity and creativity.

3. Providing Measurable Feedback: Through digital tools, leaders can provide measurable and timely feedback to employees, helping them improve performance and identify areas for development.

4. Employee Development: Digital-based leadership enables the provision of employee training and development online, facilitating career growth and improving skills according to company needs.

5. Efficient Performance Monitoring: With digital technology, leaders can monitor employee performance in real-time, identify performance trends, and take necessary actions to increase efficiency and productivity.

Overall, digital-based leadership can help create a connected, responsive and innovative work environment, which will ultimately have a positive impact on employee performance and satisfaction. The keys to successful digital leadership include,
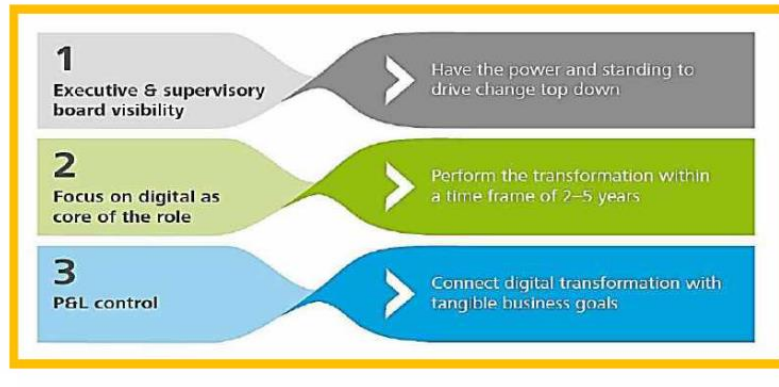

Fig.1. 3 successful digital leadership

Differing from traditional business transformations, digital transformations are always on, setting the stage for perpetual change. As technology continues to evolve and permeate every facet of business, the goalposts for transformation keep moving. A successful digital transformation requires a domain-focused approach rather than a use-case-oriented strategy (Zhu, Q., & Luo, 2023).

Domains encapsulate all activities related to delivering a comprehensive solution, ensuring the solution's value is maximized (Owen.dkk, 2010) Managing the interconnectivity of use cases and solutions within a domain is crucial. Digital strategy focuses on using technology to improve business performance, whether that means creating new products or reimagining current processes. It specifies the direction an organization will take to create new competitive advantages with technology, as well as the tactics it will use to achieve these changes.

CONCLUSION

Organizations are indeed undergoing a core reprogramming, the essence of digital transformation, aimed at enhancing customer experiences and cutting costs through the effective deployment of technology. While "digital transformation" has become a ubiquitous term, its true meaning remains elusive, causing significant challenges. Trying to bring some clarity, as this is imperative for any transformation to succeed: leaders need to rally their organizations around an unambiguous vision.

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