

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: 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

If we go to a village or sub-district and ask about youth organizations, most people will know about it. The existence of youth organizations is very familiar with people's daily lives, especially among the younger generation. This existence will be more visible when celebrating major holidays in the village/kelurahan, such as the independence anniversary celebrations and local sporting events. This is a social reality that exists in the midst of society. The positive image of Karang Taruna has been built for a long time in the community. Karang Taruna is one of the organizations for the younger generation in the village/kelurahan.

Over time and changes that occur in the community, sometimes the existence of youth organizations in the village/kelurahan seems dim and sounds vague. This could be due to the increasing number of organizational choices that can be carried out by the younger generation, especially since the *euphoria* of democracy began. The atmosphere of freedom provides opportunities for all levels of society to form various organizations at the grassroots. This condition is encouraging when viewed from the aspect of participation and development of the younger generation. For youth organizations, this situation becomes a challenge that requires organizational *transformation*, so that youth organizations remain the first choice organization for the younger generation. If the ranks of youth organizations fail to respond to the demands of this change, surely the youth organizations will only remain a mere *formality*; enters a near-dead phase. Karang Taruna is no longer a pride organization for the younger generation in the village/kelurahan.

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 interest in 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". Whereas in ecological theory "a person who will be 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 outputs 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 the 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 a very long period of time, and cannot adapt to changes that occur if an organization does not use a strategy.

Research Methods

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

Karang Taruna is a Social Organization for the development of the younger generation that grows and develops on the basis of awareness and social responsibility from, by and for the community, especially the younger generation in the village/kelurahan area and is primarily engaged in social welfare business. The above formulation can be explained as follows:

Karang Taruna is a social organization, a social association formed by the community that functions as a means of community participation in implementing Social Welfare Enterprises (UKS).

As a forum for the development of the younger generation, Karang Taruna is a place where various efforts or activities are held to improve and develop the creativity, taste, initiative, and work of the younger generation in the context of developing human resources (HR).

Karang Taruna grows and develops on the basis of an awareness of the conditions and problems in their environment as well as the existence of social responsibility to participate in trying to deal with them. This awareness and social responsibility are the basic capital for the growth and development of Youth Organizations.

Karang Taruna grows and develops from the younger generation, is managed or managed by the younger generation and for the benefit of the younger generation and the community in the village/kelurahan or traditional community equivalent. Therefore, every village/kelurahan or equal indigenous community can grow and develop its own Karang Taruna.

Its movement in the field of Social Welfare Enterprises means that all program efforts and activities organized by Karang Taruna are aimed at realizing the social welfare of the community, especially the younger generation.

Karang Taruna aims to:

1. realize the awareness of social responsibility of every young generation in anticipating, preventing, and counteracting various social problems, especially among the younger generation;
2. develop the capacity of the younger generation in the implementation of social welfare through social rehabilitation, social security, social empowerment, and social protection;
3. build the character of the young generation who are knowledgeable, personable, skilled, intelligent, innovative, and creative;
4. develop the potential and abilities of the younger generation;
5. develop the spirit and spirit of social entrepreneurship of the younger generation towards independence in an effort to improve Social Welfare;
6. motivate the younger generation to become the glue of unity in the diversity of life in society, nation and state; and
7. establish synergies and partnerships between the younger generation and various parties in realizing the improvement of social welfare.

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, 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 obtain success or success in achieving the ultimate goal or goal. But strategy is not just a plan.

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