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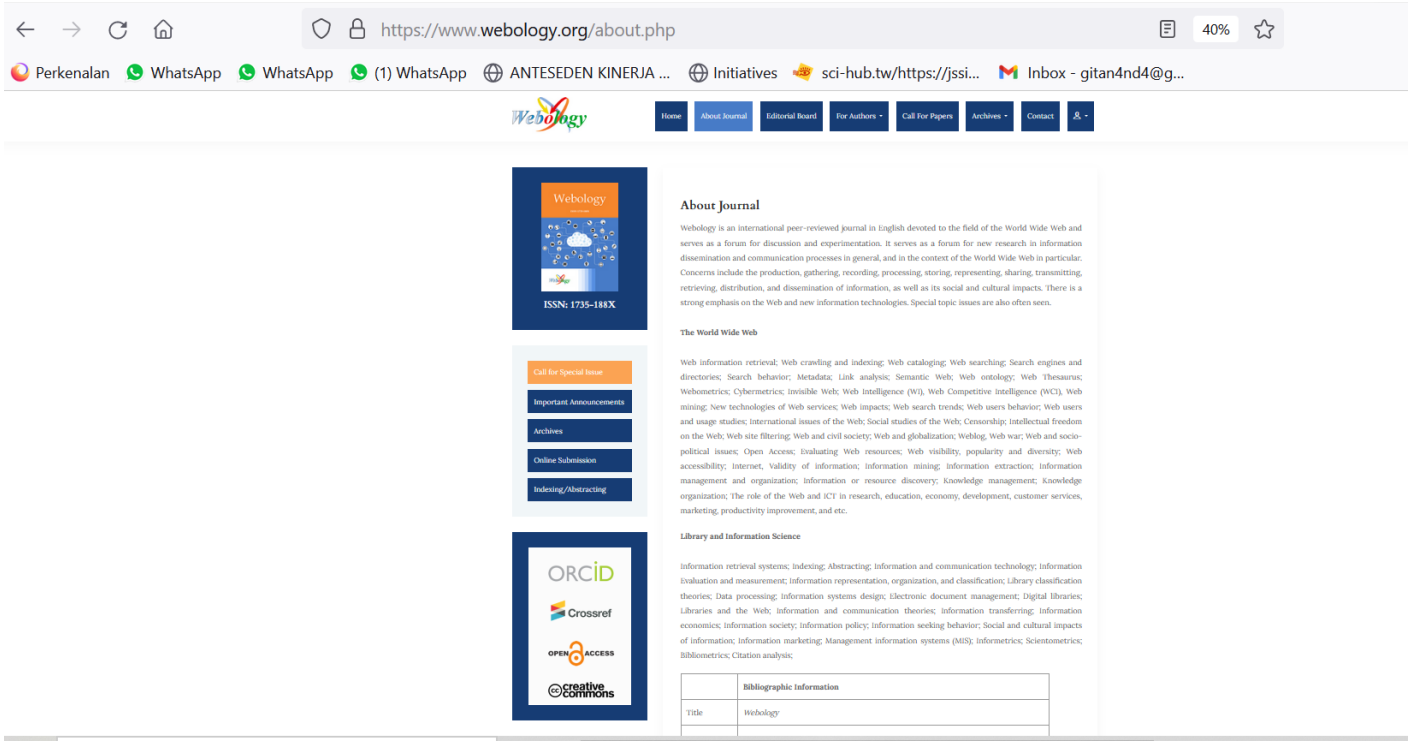

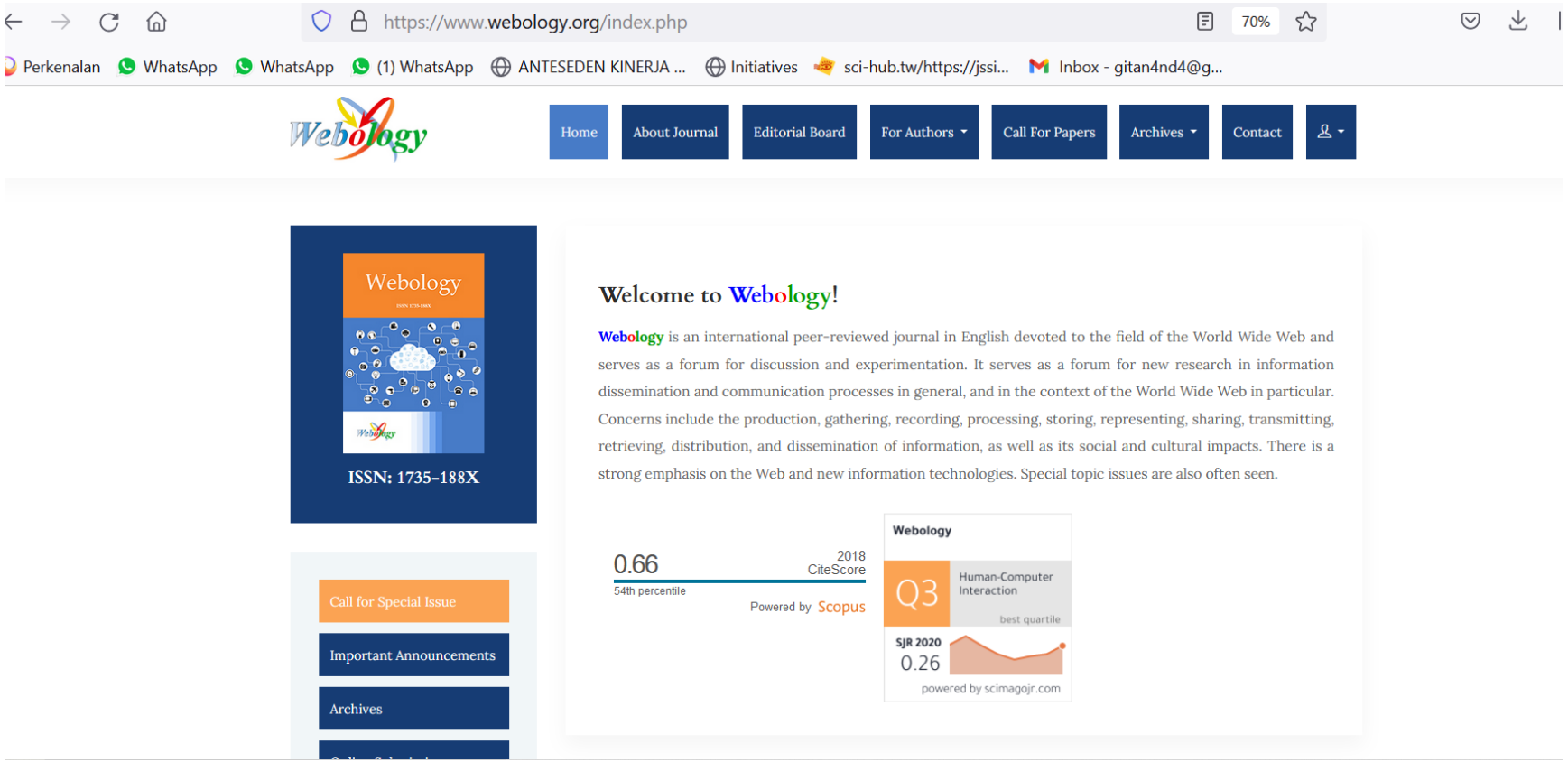

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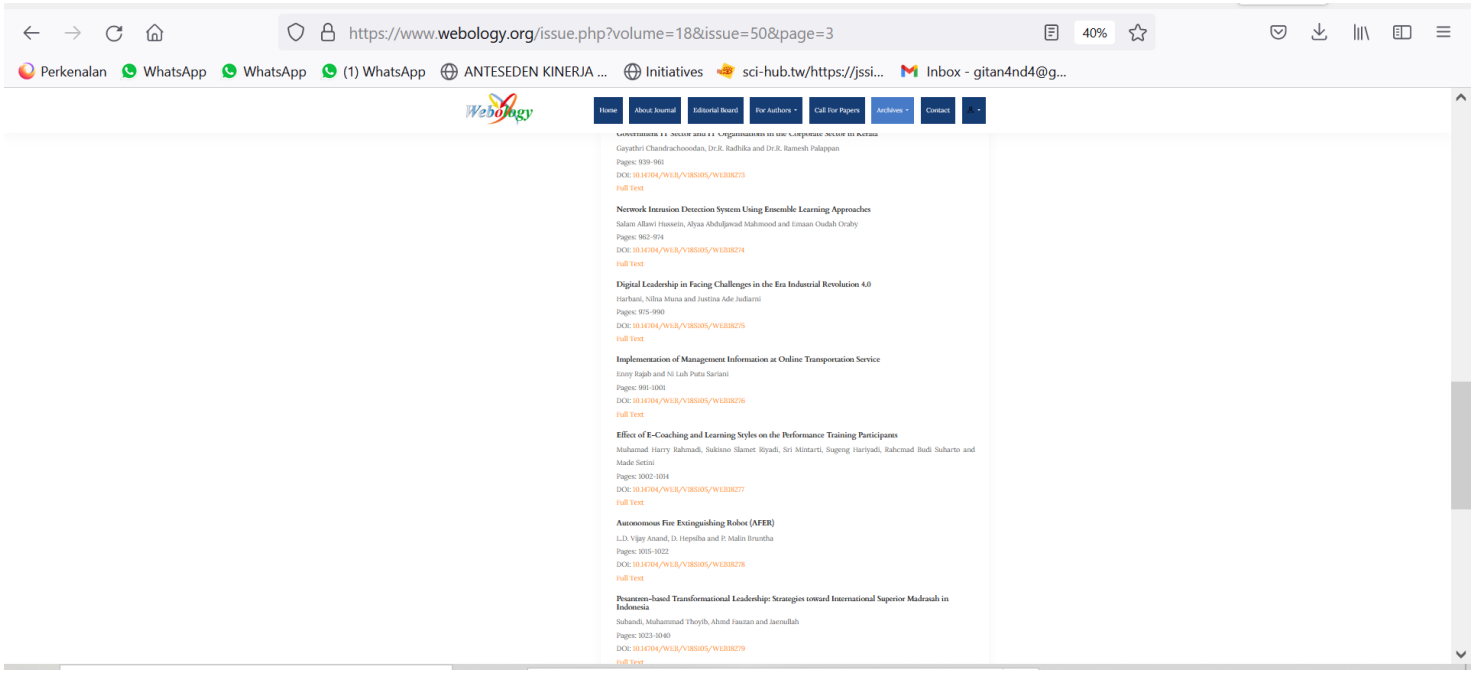

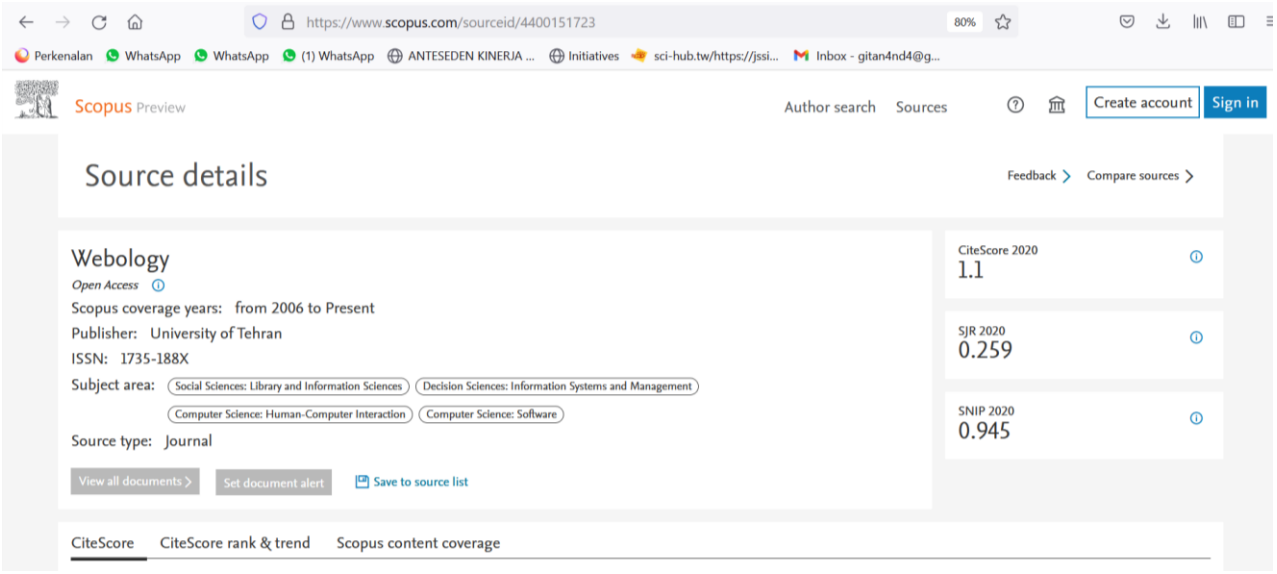

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Digital Leadership in Facing Challenges in the Era Industrial Revolution 4.0

Harbani, Nilna Muna and Justina Ade Judiarni

Abstract

The digital era is a progress that must be followed in the business environment in order to survive where leadership is one of the keys to running a business. This progress requires leaders who are able to behave adaptively, and anticipate various forms of change that will occur in the future. A leader is considered capable of transforming visionaries in the face of various forms of change and can also realize a vision that can be realized into reality. The purpose of this research is for leaders to take steps, and attitudes that are influenced by the very fast development of technology and the change from traditional leaders to digital leadership. Such leaders are able to inspire their employees to innovate and defend their ideas. This article uses a descriptive qualitative approach as well as the main writing approach and uses digital leadership theory. This research is an exploratory research that observes one informant as the research sample. Thus, it is hoped that a leader in the digital era will be able to transform, and be able to have credibility, integrity, perseverance and also a passion to serve and contribute to catalyzing change in achieving the organization's vision. The results of this study are to realize the success of leadership in the digital era, namely the era of the industrial revolution 4.0. Which is supported by seven characteristics of digital leaders, namely responsibility, results of information dissemination, goals and assessments, mistakes and conflicts, change and innovation.

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Full Text

Digital Leadership in Facing Challenges in the Era Industrial Revolution 4.0

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Abstract

The digital era is a progress that must be followed in the business environment in order to survive where leadership is one of the keys to running a business. This progress requires leaders who are able to behave adaptively, and anticipate various forms of change that will occur in the future. A leader is considered capable of transforming visionaries in the face of various forms of change and can also realize a vision that can be realized into reality. The purpose of this research is for leaders to take steps, and attitudes that are influenced by the very fast development of technology and the change from traditional leaders to digital leadership. Such leaders are able to inspire their employees to innovate and defend their ideas. This article uses a descriptive qualitative approach as well as the main writing approach and uses digital leadership theory. This research is an exploratory research that observes one informant as the research sample. Thus, it is hoped that a leader in the digital era will be able to transform, and be able to have credibility, integrity, perseverance and also a passion to serve and contribute to catalyzing change in achieving the organization's vision. The results of this study are to realize the success of leadership in the digital era, namely the era of the industrial revolution 4.0. Which is supported by seven characteristics of digital leaders, namely responsibility, results of information dissemination, goals and assessments, mistakes and conflicts, change and innovation.

Keywords

Leadership, Era Digital, Technology, Innovation.

Introduction

Developments in the digital era have encouraged digitization and brought positive changes in all fields, including the world of work. In facing readiness in the digital era, leaders from various companies or organizations around the world are required to have digital and leadership skills. Digital and leadership are important components for individuals in facing various challenges in the digital era (Auvinen et al., 2019; Cortellazzo et al., 2019). Everyone certainly has the potential to become a leader, but not everyone is able to develop leadership potential (Naidoo, 2021). Leadership in the digital era is an important ability that must be possessed by individuals to create solutions to various problems in the digital era (Livari et al., 2020). Leadership style in the digital era not only understands the concept of leadership but must be able to master soft skills (non-technical skills), and hard skills (technical skills) (Kawiana et al., 2021). Skills soft skills (non-technical skills) are needed by everyone in order to improve the performance of the work, because it deals with adaptability, inter- action, and self-governing research result (Emad et al., 2021). Leadership in the digital age it is more contextual than the central as well as efforts to build a cult of personality and written by the system not by individuals (Scheuer et al., 2021). The reason is, due to the disruption of digital technology, the five-year program or business plan prepared by the company may change in the middle of the road. Even in the midst of Covid-19, the company is changing its business model to stay relevant to digital conditions and changes that take place rapidly (Sugita et al., 2021).

Digital leadership is not someone who is an expert in assembling computers, operating computers, to programmers. However, digital leadership is someone who has the ability to lead an organization or company by utilizing information and communication technology in the digital era so as to achieve the target of the organization or company (Bresciani et al,. 2021). Talking about leadership in today's digital era begins with the disruption that is happening all over the world. As the leader of the top, middle and bottom, or as a start-up, you should have a leadership that is effective at the time now, to be able to move human resources X generation, the millennial and Z work happily and contribute their best. In the past, leadership was needed to maximize the performance of the organization, by utilizing all human resources to achieve financial performance, service to customers or the community, run the operations of the organization effectively and efficiently and protect the interests of stakeholders (Aithal, 2017).

Globalization demands changes in the order of both for-profit and non-profit organizations to anticipate the impact it will have. The organization and all functions

within it must have competitiveness and competitive competence in the face of globalization. The unpreparedness of organizational functions will make itself the object of actors or subjects in the era of globalization. Industry 4.0 stands for 'fourth industrial revolution' and is a term that refers to the rapid transformation in the design, production, implementation, operation and service of manufacturing systems, products and components. To get the most out of Industry 4.0 technologies, organizations must invest heavily in building capabilities in the following dimensions: data and connectivity, analytics and intelligence, conversion to the physical world, and human-machine interaction (Zhong et al., 2017). (Chiniara & Bentein, 2016) In this study, the human dimension in the industrial revolution 4.0 prioritizes by analyzing behavioral leadership theories that focus on the study of a leader's specific behavior (leader behavior is a predictor of his leadership influence and is the best determinant of his leadership success.

The digital transformation that has hit all sectors of business, organization and government has opened our eyes and minds to see the future from the present. Many of the companies that triumphed in the Fortune 500 about 20 years ago are now extinct; on the contrary, digital companies have emerged that fill the Fortune 500 list. They include Facebook, Google, Amazon, Alibaba, Softbank and many other companies based on digital technology (Anwar, 2017). The satisfaction or complacency of the leaders of established companies in the past for great financial performance causes them to be complacent. Meanwhile, OTT Player, e-Commerce or start-up entrepreneurs are slowly building business solutions needed by many people so that in a short time they grow very fast (Dube & Nhamo, 2020). Therein lays the difference in the vision of the two leaders, one trying to maintain business effectiveness and efficiency that makes shareholders and investors happy, while digital companies build the future without being tied to the wishes of short-term investors.

Leadership style is different in each era. In the past, leadership was more directives, but now it has changed towards participatory (Iqbal et al., 2015). In the current era, generation X is generally the top leader in various organizations, the millennial generation is middle management and generation Z is the new workforce (Gaidhani et al., 2019). The generation gap between X and millennial is unavoidable because each has a different life journey. The older generation must be aware of this and need to take a wise approach to the younger generation so that the transition of leadership from the older generation to the younger generation runs smoothly (smooth). A person is declared a leader if he is able to prepare a replacement from the company's internal cadres. Therefore, you as a leader must develop your subordinates, both in terms of technical and digital competencies, soft-skills and leadership as well as organizational values (Bolonin et al., 2021). The

cadres of need to be fostered continuously and given the opportunity to lead a larger organizational unit as well as regular mentoring. In this way, strong and future-minded cadres of company leaders will be formed (Reed, 2013).

It is said by (Shamim et al., 2015; Melnyk et al., 2014) that the organization's chiefs are confronting two new accelerations, specifically expanding worldwide arrive at while working together external public boundaries, which are needed to rapidly propel data innovation based advancement. Thus, customary authority approaches are not, at this point considered successful for overseeing and driving organizations to accomplish authoritative objectives (Dyllick and Muff, 2016). There is a need to go past conventional authority and receive another administration style. Administration implies the connection between the pioneer and his devotees wherein the pioneer directs and regulates his adherents to accomplish the work (Noviyanti et al., 2020; Singgih et al., 2020). In this way, initiative means affecting individuals to run after the objectives of the association, the gathering, or maybe the individual objectives of the pioneer. With the turn of events and advancement of data and correspondence innovation, for example, the improvement of online business and the web, another administration style arose called e-initiative (Handayani et al., 2020).

Email is the primary word to place an 'E' before it. Then, at that point there are e-business, online business, digital books, e-workshops, e-government, e-acquirement, and others. Initiative started to be essential for this transformation, the term e-authority or electronic administration was presented (Liu et al., 2020). In this advanced period, e-administration happens with regards to e-climate where work is done through data innovation, particularly through the web.

These days, it is verifiable that advanced innovation can change all that doesn't just happen to data innovation, yet in addition affects initiative and how to oversee associations. As time passes by, mechanical improvements change rapidly where from the start the initiative style was applied customarily yet presently it has become computerized authority. Computerized pioneers can rouse every one of their representatives to enhance and safeguard their center thoughts. For this situation, pioneers who have great correspondence, yet the assortment and dispersal of data among devotees and pioneers is right now generally done in electronic media that is the reason chiefs are normally called e-pioneers or virtual pioneers (Okechuku and Nebo, 2020). It is said that the initiative methodology utilized by virtual pioneers is called e-authority. Advanced innovation has changed everything in the field of Data Innovation, yet in addition initiative styles and the manner in which associations oversee. The fast advancement of innovation is changing

the conventional administration style to computerized initiative. An advanced pioneer can motivate his workers to develop and support these thoughts. Sharpness in applying computerized administration benchmarks shows a quick, cross-various leveled, helpful, and group situated methodology that regularly coordinates advancement. Most importantly, individual ability, mentality, and utilization of new strategies are vital.

Literature Review

Industrial Revolution

Is a marvel that teams up digital innovation and mechanization innovation? The idea of its application is fixated on the idea of mechanization completed by innovation without the requirement for human work in the application cycle. Industry 4.0 and the Modern of Things Web (IIoT) have gotten quite possibly the most discussed mechanical business ideas lately. Since the principal Modern Insurgency came after the steam motor, resulting revolutionary changes have arisen including computerized hardware and the mechanized assembling climate which have significantly affected usefulness. The primary drivers of this extreme change are request individualization, asset proficiency and short item advancement period. Organizations today face difficulties in settling on speedy choices to build usefulness. One model is currently changing to robotized machines and administrations, which require the coordination and association of complex dispersed frameworks. For this reason, more frameworks are inserted programming for modern items and frameworks. Consequently, prescient techniques should be founded on wise calculations to help electronic framework (Fedushko et al., 2020).

There is a term regarding industry 4.0 which is related to various concepts including increasing mechanization or automation, digitization and networks and miniaturization, this is in line with (Salkin et al., 2018). Apart from that Industry 4.0 relies on the integration of dynamic value creation networks with respect to the integration of basic physical systems and software systems with other branches and sectors of the economy, as well as, with other types of industries and industries. According to the Industry 4.0 concept, research and innovation, reference architecture, standardization and network system security are the basis for implementing Industry 4.0 infrastructure.

The opinion of Bernard Marr in what is Industry 4.0? Here A Super Easy Explanation for Anyone (2018) in an opinion states that there are several applications of Industry 4.0 such as (1) Identification of opportunities; in various ways by collecting large amounts of data to inform appropriate patterns and insights, Industry 4.0 can provide several opportunities to optimize operations quickly and efficiently. (2) Optimize logistics and supply

chain. Connected supply chains can adapt and accommodate when new information is presented. If weather delays tie up shipments, connected systems can proactively adapt to that reality and modify manufacturing priorities, (3) autonomous equipment and vehicles, autonomous cranes and trucks to streamline operations in receiving shipping containers from ships; (4) Robots: Once only possible for large companies with equally large budgets, robots are now more affordable and available to organizations of any size. From selecting products in the warehouse to getting them ready for shipment, autonomous robots can quickly and safely support manufacturers; (5) Additive manufacturing (3D printing): This technology has improved tremendously in the last decade and has progressed mainly from prototyping to actual production. Advances in the use of metal additive manufacturing have opened up many possibilities for production; and (6) Internet of Things and cloud: A key component of Industry 4.0 is the Internet of Things characterized by connected devices. This not only helps internal operations, but through the use of a cloud environment where data is stored, equipment and operations can be optimized by increasing the insight of others using the same equipment or to allow small companies access to technology they would not otherwise be able to afford on their own.

Leadership

Leadership is a field of research as well as a practical skill that includes the ability of a person or an organization to "lead" or guide other people, teams, or entire organizations. The literature of specialists clashes with each other, comparing Eastern and Western approaches to leadership, and also (in the West itself) between US and European approaches. The academic community in the US defines leadership as a process of social influence in which a person can involve help and support other than in an effort to achieve a common task.

Leadership is a very complex topic and can be studied in various ways that require different definitions. Managers are people who have positions that have normal authority. Usually it can be said that a leader may be a manager or it can be said not but can have a great influence on others. Becoming a leader who holds a formal position or being a manager is not mandatory.

Leader Quality

Although there are various leadership styles, all effective leaders have certain characteristics. Ferguson in Leadership Skills (2009: 10) states that the quality of leaders can be studied and improved continuously. Has other basic concepts with traditional leadership, namely:

(1) Sort of Correspondence. In customary initiative up close and personal correspondence happens between the pioneer and his devotees yet on account of e-administration correspondence the correspondence happens through electronic media like the web, between the pioneer and his supporters. The correspondence media can be somewhat 'customary' like email; it can likewise utilize the WhatsApp (WA) and LINE applications and surprisingly direct messages in the IG application. Consequently, virtual pioneers should have great relational abilities. E-authority requires the utilization of electronic media to speak with devotees. Email is generally utilized by virtual pioneers so they probably composed relational abilities to complete the work from their adherents as indicated by their headings. The virtual pioneer should likewise have long range informal communication abilities. Social locales like Facebook, twitter, IG, LINE, etc can likewise be utilized by pioneers to lead their adherents so they should have the right stuff to utilize these destinations viably to accomplish their hierarchical objectives.

(2) On account of individuals. If there should arise an occurrence of customary authority pioneer and his adherents are the principle individuals however in the event of e-initiative pioneer is called virtual pioneer and supporters are called virtual devotee. Since they are virtual, feelings and mental reactions among devotees and pioneers are hard to catch. Virtual pioneers should be delicate to the attitude of adherents. Here comprehend that devotees come from various social and financial foundations so virtual pioneers should have the option to comprehend the mentality and upsides of supporters.

(3) A quality angle. The characteristics of both are the equivalent yet the individuals in e-authority should know about new and current data and correspondence innovation (ICT), something which isn't needed on account of customary administration. Virtual pioneers positively can utilize ICT well. He should know about the furthest down the line ICT to coordinate individuals through electronic media as this is the establishment of e-authority. Then, at that point he can persuade others regarding the advantages of new innovation, since he should have the option to persuade others that correspondence through electronic media gives different advantages like assisting with disposing of obstructions of time and distance. Also he should be sufficiently creative to utilize new innovation in his authority to receive the rewards of present day innovation.

(4) The requirement for space. In customary administration, a particular office or spot is needed to accomplish the work by the pioneer and his devotees. In any case, in e-authority, workplaces in specific areas are not required; they can speak with one another even starting with one spot then onto the next, starting with one country then onto the next. E-pioneers should likewise know about how to think and function across time limits,

spatial limits, and social hindrances where direct oversight and collaboration is beyond the realm of imagination. With data and correspondence innovation, pioneers can discuss with hundreds as well as a great many individuals on the double at the bit of a catch. Virtual pioneers need to have a worldwide and multicultural mentality. Virtual pioneers work from a good ways, they can direct individuals from an association that works beyond urban communities, regions, even nations, including representatives from various societies, and for this situation it is significant for virtual pioneers to have a mentality and demeanor to direct them appropriately. Virtual pioneers ought to can adequately screen and oversee virtual work. He should have the characteristics to adequately screen and oversee virtual tasks to know if they are working appropriately, if electronic correspondence is working, if supporters comprehend his headings. Also, Contrast to (5) Part accessibility. As far as customary administration all individuals are just accessible during available time however e-authority individuals are accessible even external business hours, 24 hours per day 7 days every week. Consequently virtual pioneers should have a 24x7 direction - they should have the option to work any time 24 hours per day and 7 days every week. Notwithstanding, the e-pioneer should be sufficiently adaptable to manage changing business conditions, changing innovation conditions, so he can accomplish the work to accomplish authoritative objectives remembering changes in the business climate.

Digital Leadership Model

There are qualities of E-leadership that recognize it from common administration or conventional authority. In the first place, as far as e-authority correspondence, it requires the utilization of electronic media to speak with different individuals. The abilities of utilizing informal organizations like line, Facebook, basic, twitter, etc. can be utilized as a vehicle of correspondence. Second, an e-pioneer should can think and cooperate without the limits of time, space, and social obstructions where up close and personal oversight and association isn't needed. With correspondence through data innovation it is workable for pioneers to speak with numerous representatives viably and effectively (Setiadi et al., 2020). Third, computerized pioneers can adequately screen and oversee virtual work. A public area pioneer should have the ability to oversee and screen virtual work performed by representatives. Fourth, as well as being adaptable in the utilization of time, an e-pioneer can adjust to changes in the mechanical climate. Fast innovative advancements require pioneers and representatives to adjust to changes to keep on accomplishing hierarchical objectives.

Computerized pioneer likewise ought to be shaped with the attitude and capacity to take care of issues and keep up with connections among individuals and between groups. Advanced administration can shape future pioneers who can get accomplishment to associations the period of innovative turn of events. E-pioneer is additionally reasonable to be applied to a pioneer groundbreaking authority style. As indicated by Robins and Judge (2008), one of the attributes of a groundbreaking chief is admired impact where the conduct of the pioneer gives a dream and mission, acquires regard and trust from subordinates and makes a feeling of pride. To accomplish romanticized impact in the public area during the work from home period is unquestionably difficult in view of the restricted actual space. From that point, the part of advanced initiative is expected to acquire the trust of representatives.

Perceiving how e-pioneer has become a figure that is required right now is absolutely difficult to carry out. In the public area, appropriate preparing is expected to give information about data and correspondence innovation for ASN thinking about that it is a significant segment in e-initiative. In the event that this advanced administration can be applied in the public area, particularly for ASN in Indonesia, it can surely be an answer for the public authority to further develop administration quality during the Coronavirus pandemic, which can't be resolved when it will end. In the long haul, it will acquire accomplishment to the public authority acknowledging advanced change and the 4.0 mechanical unrest.

Method

This article uses a descriptive qualitative approach as the main tool for carrying out the approach. This writing uses secondary data, secondary data in general can be known in the form of evidence. Complex historical records or reports, according to (Rabinovich & Cheon, 2011) states that secondary data is data obtained and compiled with various reports in published and unpublished archives. The technique used in compiling this article is used to collect the following (1) Literature study, is a series of activities related to literature collection methods, reading, recording and managing research materials. (2) Documentary, conducted by reading written reports. Before and look for journals as references. (3) Discussion, by collecting data and discussing ideas which hopefully can discuss ideas with people who have competence. (4) Intuitive, Subjective is the involvement of the opinion of a writer regarding the problems that are happening, it is all according to the opinion (Guzmán et al., 2020).

Result and Discussion

Result

Leaders who are Transforming into the Digital Age

1. Communication skills. In this digital era, leaders are required to be able to communicate not only physically face to face, but also skilled in communicating through various technology-based channels that can support effectiveness and efficiency, for example via email, applications, to chat messengers such as what's App.
2. Minded open. Given that digitalization also encourages the use of technology at work, now the workforce, especially the millennial generation, has their own methods and ways of working. In this case, a leader must have an open mind to provide opportunities for his employees to carry out their work with methods according to their respective cultures and ways of working, as long as the results delivered remain in accordance with the standards set by the company.
3. Respond to changes. Leaders in this era must have sensitivity and speed in seeing and assessing a change and integrating that information into decisions in running their company. This is because the rapid development of technology has also changed the habits and behavior of the market.
4. Dare to take risks. Because changes occur very quickly in this era, companies must also transform in order to adapt to these changes. For this reason, currently a company leader must dare to take risks by experimenting with new ways and comprehensively assessing which method is the most effective for the company to implement. Good and ideal leadership grows not only based on the length of work experience a leader has, but also how a leader can take advantage of every potential within himself, have competent behavior and attitudes and work styles to face the digital era. Leadership an art to harness human energy to create a better future.
5. Optimizing one's own energy. According to Rajeev, the basic thing that a leader must have are values or moral principles that are highly trusted and lived in daily life. Because these values will define who we are. These values are a collection of values that continue to be upheld and applied in life, even if the surrounding environment is not supportive. The firmness of a leader in believing and upholding his moral principles will ultimately be a strong motivation for a leader to create a better future.
6. Gain and energize other leaders. According to Rajeev, the next stage to become a good leader is that a leader must be able to empower and trigger the enthusiasm of

others, so that they can produce other leaders. The leader at this stage is a leader who no longer thinks about his own development, but also the interests and development of other leaders under his leadership, although he must be willing to share authority and responsibility with them.

7. Energizes the entire organization. At this stage, a leader must proactively and continuously strive to form Brains or company strategy, including vision and mission that can be understood and accepted by all personnel in the company. Bones or organizational architecture includes starting from selecting the right talent in each position, to managing systems and procedures within the company, and Nerves or culture within the organization or company, covering starting from the formulation of company philosophy, determining employee appreciation system, to establish values that serve as guidelines for all personnel in the organization.
8. Managing Intergenerational Conflict in the Workplace. As the millennial generation has now entered a productive age, finding ways for workers from different generations to work together effectively is a top priority. Therefore, things that need to be considered by leaders or managers to understand what can motivate workers from these different generations, as well as how they communicate and identify sources of conflict, this is important to create a strong team consisting of various generations in it. Different technologies are applied in each era, without a doubt, this is a major factor in influencing the culture, behavior and even the way of working for each generation. The Millennial generation, known as the technology literate generation, views technology as the root of conflicts that occur in the workplace. 34% said that the previous generation did not understand new technology until it was a cause of conflict, as well as culture in the workplace, and career paths.

Discussion

A traditional manager is able to recognize orders, plan resources and evaluate results. Digital leaders control the process and discourse for voting, evaluating tasks and results together with team members and using resources according to potential and competencies (cross functional and cross hierarchical), practical results produced by integrating as constant feedback between internal and external stakeholders.

Information Distribution

Is a process by which an organization can identify and distribute any information that refers to the process through which individuals, groups or different organizational units

share data and information for themselves? Information distribution will ensure the right amount of information at the right time. Information distribution is carried out with a planning process in communicating and responding to all requests for unexpected information. In this case, it is related to the distribution mechanism that is able to provide influence and information because if it is not timely or understood, it should not be communicated. (McCauley & Palus, 2020) suggest that distribution leadership is the practice of disseminating leadership information to a number of people who work cooperatively and interdependently to achieve their group goals. Unlike the heroic leadership model that relies on the abilities of one person, distributed leadership encourages all members to contribute their knowledge and expertise. The online digital environment is suitable for encouraging distributed leadership development as it allows all group members readily access to information and also allows for sharing of information between group members.

Research Purposes

The performance appraisal has various explanations put forward by experts. Mathis and Jackson define performance appraisal is the process of evaluating employees in doing work that is compared with standards, followed by providing the information to employees. Performance appraisal is often referred to as rating employees through review, evaluation, and assessment of work results. Employee performance appraisal has several objectives that must be achieved. Conduct a review of the employee's past performance; obtain data that is factual and systematic in determining the value of a job. Identify organizational capabilities. The main purpose of performance appraisal is to evaluate how well an employee has performed his or her duties. Performance appraisals help keep a record of each employee's performance, including what efforts they have put in and what they have achieved. Evaluation distinguishes employees based on their job performance, along with other factors like personality, behavior, etc. In general, employee performance appraisal provides various benefits for both the organization and the employee. The following employee performance appraisals need to be known: (1) Provide information about the desired results of a job; (2) Prevent miscommunication regarding the expected quality of work; (3) Creating an increase in employee productivity due to rewards for employees who excel; (4) Appreciate every contribution; and (5) Creating two-way communication between managers and employees.

Errors and Conflicts

Being a leader comes with a number of great responsibilities, including setting a good example. Leaders often have high expectations of being in charge, and managing an entire

team of people can be intimidating. However, nothing is perfect, there is always room to learn and grow, and to help employees do the same. Here are some common mistakes faced by many leaders. 1. Not Providing Feedback. According to 1,400 executives surveyed by The Ken Blanchard Companies, failing to provide feedback is the most common mistake leaders make. When the leader does not provide prompt feedback to his employees, then the leader gives them the opportunity to improve their performance. 2. Not making time for the team. A manager or leader has his own workload which causes no time for employees. After all, employees must come first because they need the presence of a leader. They will not know what to do, and they will not have the support and guidance needed to achieve their goals. Leaders must develop emotional intelligence so they can be more aware of employees' needs, and have regular times when "the leader's door is always open," so employees know when they can get the leader's help. 3. Failed to set goals. When leaders don't have clear goals, they become unproductive because they don't know what they're working for, or what their work means. 4. Misunderstanding Motivation. Chances are, money is not the only motivation for employees. Many leaders make the mistake of assuming that their employees are only working for money. 5. Not Delegating. Some managers do not delegate their work because they feel that no one can do the main job properly but themselves. 6. Lack of humility. Holding a position of power may be good for a leader's ego, but it's important that managers and employees know that the manager recognizes his or her shortcomings. Avoid conflict. One of the most difficult adjustments a new leader has to make is learning how to handle disputes and problems that arise.

Innovation

Able to create new ideas for a new product which is usually very challenging for traditional leaders, because it does not fit into normal cycles or processes. The future is created and designed; a digital leader knows that innovation is based on a team focus on a common goal to make the most of each individual's capabilities. Innovation can be learned; this is helped by changing old structures through the use of multidisciplinary teams, flexible work environments, and creative processes. Agility is a key principle of digital leadership, which relates to customer orientation and responding directly to all the needs and wants of a target in the group. At the same time, leadership 4.0 is about employee involvement, individual abilities, motivation, and new ideas. An open culture is also transparent, innovative is the main basis in order to adapt quickly.

Conclusion

The era of the industrial revolution 4.0 had a significant impact on leadership. Traditional leadership tends to be rigid and stagnant and not suitable to be applied anymore at this time. Digital leadership is able to provide a positive and appropriate response in overcoming significant developments in the field of digital technology. There are several characteristics of a digital leader that are necessary to build every individual for success in an organization, including the ability to communicate, open-minded, responsive to change, dare to take risks, optimize oneself, obtain and give energy to the leadership, provide energy to the whole organization, and managing interpersonal conflicts in the workplace.

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