

LEADERSHIP STRATEGIES AND PRACTICES IN FACING CORRUPTION CHALLENGES IN THE ERA OF DIGITALIZATION 5.0 AND SOCIAL MEDIA

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Abstract

Corruption is a worrying problem in many countries. Apart from causing harm to state finances, acts of corruption also undermine institutional integrity, impede social and economic progress, and impede people's welfare. The purpose of this study is to examine in depth the role of leadership in accelerating efforts to combat corruption in the digitalization 5.0 era and the social media era. In addition, this research also aims to find other leadership strategies and practices that are effective in dealing with corruption challenges in this context. The method applied in this study is a qualitative method. Some of the findings obtained from this study include: (1) leadership responsibility, (2) leadership policies and practices, (3) monitoring and evaluation, (4) application of information technology, and (5) involvement in social media.

Keywords: *leadership role, corruption, digitalization, social media.*

1. INTRODUCTION

Corruption has become a worrying problem in many countries around the world. Fauzi (2018) noted that corruption has a negative impact that is not only limited to state financial losses, but also damages the integrity of institutions, hinders social and economic development, and suppresses public welfare. Tackling corruption is not an easy task, especially in the era of digitalization 5.0 which is marked by rapid advances in information and communication technology. This era has changed the paradigm of human interaction, communication, and information sharing, including through social media platforms.

In this context, the role of leadership has a very significant role in terms of accelerating the handling of corruption. Leadership that is resilient, with integrity, and has vision can provide clear direction, build a strong culture of integrity, and encourage concrete steps in corruption prevention and control (Hanif, 2021). However, in the era of digitalization 5.0.

The challenges and complexities in fighting corruption are increasing. The development of information technology and social media has changed the way corruption occurs, is exposed, and disseminated. This has a significant impact on the environment in which corruption operates, both in terms of new corruption methods and wider exposure through digital media (Lidya et al., n.d.).

In this digital age, corruption can take many forms. For example, there is electronic corruption involving misuse of information technology, manipulation of data, or misappropriation of funds in digital projects. Digitalization 5.0 provides new opportunities for corrupt practices, especially with the abundance of data collected and processed digitally. This creates an opening for corrupt actors to carry out illegal activities more hidden and difficult to detect. In addition, technological developments such as blockchain and artificial intelligence also pose new challenges in efforts to prevent and eradicate corruption.

To deal with corruption in the context of digitalization 5.0, cooperation between the government, the private sector, and society is very important. Governments need to implement policies and regulations governing the use of technology in public services and businesses. In addition, the private sector needs to improve governance and transparency in data and financial management. Society also has a crucial role in fighting digital corruption. Increasing public education and awareness regarding the risk of corruption in the digital era must be carried out. In addition, public participation in monitoring and reporting corruption acts that occur in the digital context is also very necessary (Hardjaloka 2014).

The role of leadership in overcoming corruption in the era of digitalization 5.0 and the impact of social media on it is the basis of this research. The purpose of this paper is to deeply explore the role of leadership in accelerating corruption handling in the era of digitalization 5.0 and social media, as well as identify effective leadership strategies and practices in facing corruption challenges in that context.

It is hoped that the results of this research can make a valuable contribution or make a meaningful, significant contribution in our understanding of the role of leadership in creating good governance, accelerating corruption handling, and building a more integrity society in the era of digitalization 5.0. In addition, this research is expected to provide practical recommendations for institutional leaders and policymakers to develop effective leadership strategies in facing corruption challenges related to technological and social change in the era of digitalization 5.0.

2. IMPLEMENTATION METHOD

The The research method applied in this study is a qualitative approach that integrates theoretical aspects and empirical studies to gain a comprehensive understanding of the role of leadership in handling corruption in the era of digitalization 5.0 and the impact of social media. Qualitative research methods are one of the approaches applied to investigate phenomena in a natural context. In this case, the researcher serves as the main instrument, with data collection carried out through triangulation. Data analysis in this study is inductive, and qualitative research findings place more emphasis on understanding meaning than generalization. . We will conduct a thorough literature review on relevant

leadership theories and concepts, corruption in the context of digitalization 5.0, and the impact of social media on efforts to tackle corruption. In addition, we will also conduct a case study analysis to gain a deeper understanding of the role of leadership in dealing with corruption in this era (Abdussamad, 2021).

3. RESULTS AND DISCUSSION

3.1. Corruption Problems in the Digitalization Era 5.0

A leader is an individual who has a position or status that allows him or her to lead members or organizations, whether through election, inheritance, or other means. Leadership, as stated by Ralph M. Stogdill, is a process that aims to influence the activity of an organized group in order to achieve the goals set. The essence of leadership in the context of the organization is to provide additional influence on the implementation of routine directions in an organization. . (Sari and Afriansyah 2020)

In the era of digitalization 5.0, corruption refers to dishonest acts, abuse of power, or illegal activities related to digital technology and the digitization process. The era of digitalization 5.0 illustrates a shift towards the use of more sophisticated and integrated technologies, such as artificial intelligence, cloud computing, the Internet of Things, and blockchain. Although the era of digitalization 5.0 provides significant benefits in accelerating social and economic progress, it also carries corruption risks that need to be watched out for. The following are some examples of corruption cases in the context of digitalization 5.0: (Utaminingsih et al. 2022).

a. Corruption in Technology Procurement

In the context of digitalization 5.0, corruption can permeate the procurement process of information and communication technology. Frequent corrupt practices include document forgery, tender manipulation, bribery, and misuse of funds to win dishonest technology procurement contracts. It involves irresponsible individual actors seeking to take personal advantage to the detriment of the public interest. Therefore, it is important to maintain integrity and transparency in the technology procurement process to prevent and eradicate destructive corruption. A strong oversight system and strict law enforcement are needed to ensure that technology procurement runs fairly, honestly, and in accordance with actual needs.

b. Misuse of Data and Privacy

In the era of digitalization, data becomes a valuable asset that can be misused in corrupt practices. Data-related corruption can occur when personal data is accessed or used unlawfully or for personal gain. Examples are the sale or hacking of personal data that

violates individual privacy, or the unethical use of data to influence business or political decisions. The misuse of consumer personal data in the context of digitalization is caused by several factors. First, the inadequacy of protection provided by the government to consumers' personal data, and the limited access of consumers to information to improve their understanding of their rights and responsibilities as consumers. This creates an opening for corruption actors to illegally exploit and misuse data, harming consumers and society at large. Therefore, strict regulation and transparency in the management of personal data are needed, as well as increasing consumer awareness of the importance of protecting their personal data in the digital era (Kurnianingrum 2020) .

c. Electronic System Manipulation

Corruption can occur through manipulation of electronic systems, where this practice involves engineering or altering electronic information and/or electronic documents. One example is manipulation in e-voting or e-government systems that aim to influence the outcome of elections or political decisions. This kind of manipulation can involve alteration of voter data, unfair use of programs or algorithms, or security breaches that lead to unauthorized influence over democratic processes or decision-making. It is important to implement strong security systems and effective supervisory mechanisms to prevent and detect manipulation of electronic systems in the context of e-voting and e-government in order to maintain the integrity of democratic processes and political decisions. (Nainggolan 2022)

d. Corruption in Digital Financial Transactions

In the era of digitalization 5.0, financial transactions are increasingly carried out digitally through electronic payment systems or cryptocurrencies. Although it brings many benefits, the use of digital rupiah is also inseparable from risks. The digital rupiah can solve various traditional financial problems in the past, but it also brings new challenges. In the digital financial system, data exchange occurs quickly and easily, which in turn provides opportunities for criminals to commit digital fraud or robbery. Corruption can take many forms, including money laundering, financial manipulation, or misuse of public funds through digital transactions. Therefore, it is important to have a strong supervisory system and effective security mechanisms to prevent and detect corrupt practices in the context of digital financial transactions. (Tiara et al. 2022)

e. Corruption in Cybersecurity

Cybercrime, or cybercrime, is a form of crime that arises as a result of the use of internet technology. . The Cyber Defense Guidelines, contained in Minister of Defense number 82 of 2014, explain that cyber attacks include various actions, speeches, or thoughts carried out intentionally or unintentionally by any individual, with any motive and purpose, wherever they occur, and are aimed at electronic systems, data, and devices that rely heavily on technology and networks. Such attacks can affect both important and non-important objects, both on a small and large scale, and can threaten state sovereignty, territorial integrity, and national security. The existence of cybercrime is a serious threat to the security and stability of society in the era of digitalization 5.0, so serious efforts are needed to improve cyber defense and fight cyber attacks to protect data, systems, and critical infrastructure from these threats. . Corruption in cybersecurity can occur when there is abuse of power or bribery that occurs in the cybersecurity process. Examples include granting unauthorized access to certain parties, hacking systems for personal gain, or blackmailing organizations or individuals with the threat of cyberattacks. Such corrupt practices undermine the integrity and effectiveness of cybersecurity, and threaten the confidentiality, integrity, and availability of the data and systems involved. It is important to have strong policies and countermeasures in place to prevent and address corruption in the context of cybersecurity, so that vulnerability to attacks and the resulting losses can be minimized. (Darmawan, Poniman, and Gultom 2021)

3.2. The Leadership Role of an Institution in Accelerating Corruption Handling in the Era of Digitalization 5.0 and Social Media includes:

a. Leadership Responsibilities

As a leader in the era of digitalization 5.0 and social media, the responsibility to tackle corruption is crucial. My very important role here is to build a strong culture of integrity in the institution I lead. We apply four main principles that must be adopted by companies in order to win public trust and gain wide acceptance in society. In this effort, we apply a comprehensive approach to shape values and norms that highlight the importance of transparency, accountability, and ethics in all operations conducted. (Dewi et al. 2022)

Leaders have a significant role to play in shaping a culture of integrity by setting an example for employees and members of the institution. One effective way is to consistently and clearly communicate the values of integrity and the importance of avoiding corrupt behavior. This involves emphasizing the values of honesty, transparency, and adherence to established codes of ethics.

In addition, the responsibility of a leader also involves providing the right strategic direction in facing the challenges of corruption in the era of digitalization 5.0 and social media. Leaders need to have an understanding of trends and changes in the way corruption occurs and spreads in the digital context. With this understanding, I as a leader can develop proactive and responsive strategies to address corruption threats that arise through information technology and social media platforms. For example, a stricter supervision system can be implemented to track and detect corrupt activities that occur online.

Not only that, as a leader, it is important for me to actively play a role in developing effective policies and procedures to prevent and address corruption. This involves identifying loopholes that corruption actors might exploit in the digital context, as well as designing appropriate control mechanisms to address those risks. I will work closely with internal teams, legal experts, and other relevant parties to develop a comprehensive anti-corruption policy that is in accordance with the development of information technology and social media.

Leadership responsibilities in the face of corruption are not just limited to building a culture of integrity, strategic direction, and policy. Leaders also need to ensure that established procedures are implemented consistently and effectively across the institution. This involves ongoing monitoring and monitoring to ensure that corruption prevention and handling efforts run smoothly. (Ramli and Kartini 2022)

b. Leadership Policy and Practice

In an effort to accelerate the handling of corruption, it is necessary to implement effective leadership policies and practices, including:

1) Implementing Anti-Corruption policy

Anti-corruption education is an educational process that involves teaching about various ways of interacting with others in an effort to promote moral values, fight corruption, and be responsible. The values taught in anti-corruption education are very important and needed in community life, because corruption damages ethical values, social norms, and can damage the environment and the state. According to Mohammad al-Thoumy, the aim of anti-corruption education is to create awareness in learners of the dangers of corruption and encourage them to fight it. In addition, this education also aims to motivate the community to play an active role in fighting corruption and avoiding tolerance towards corruptive behavior. Anti-corruption education also has an important role in promoting the values of honesty.

2) Application of Information Systems and Special Software

In order to confront corruption, it is important to implement special information systems and software that can monitor financial transactions and identify signs of corruption. For example, we use systems that can perform automated analysis of financial transaction data, both internal and with external parties, and provide alerts if suspicious patterns are detected.

The utilization of this information system provides significant advantages in handling corruption cases. First, the use of this system increases efficiency in the collection and analysis of financial transaction data. With the ability to automatically monitor transactions and analyze suspicious patterns, the system is able to identify potential acts of corruption quickly and accurately. This contributes to reducing the risk of financial losses arising from corruption. (Fauzi et al. 2023)

c. Monitoring and Evaluation

To ensure the effectiveness of efforts to deal with corruption in the era of digitalization 5.0 and social media, the next is to conduct regular monitoring and evaluation. This monitoring aims to identify progress, successes, and challenges faced in handling corruption. The evaluations provided valuable insights to improve and develop more effective leadership strategies.

In order to ensure the effectiveness of corruption handling measures in the era of digitalization 5.0 and social media, the next step is to conduct regular monitoring and evaluation. The monitoring aims to identify developments, achievements, and challenges faced in efforts to overcome corruption. Meanwhile, the evaluation provides valuable insights to improve and develop more effective leadership strategies. (Risal et al. 2021) . One aspect is through the measurement of predetermined performance indicators. This performance indicator covers various aspects, such as the level of reporting corruption cases, responsiveness in responding to reports, the number of cases successfully resolved, and the level of employee satisfaction related to efforts to deal with corruption. By monitoring and comparing data on these performance indicators over time, we can identify progress made and identify areas for improvement.

In addition, it is also necessary to conduct periodic employee satisfaction / feedback surveys (Fauzan et al. 2022) . In addition, it is also necessary to conduct periodic employee satisfaction / feedback surveys. This survey plays an important role in getting direct feedback from employees regarding efforts to deal with corruption carried out. Employees can provide input on the effectiveness of policies and practices that have been implemented, as

well as provide suggestions for further improvement. The results of this employee satisfaction survey are one of the indicators in evaluating the level of active employee participation in corruption prevention and reporting.

The next step is to collect and analyze data related to the effectiveness of using the latest technology in tackling corruption (Weiss 2000). In this case, we will measure the success rate of information systems and special software that has been implemented, such as the level of accuracy in detecting corruption and the speed of response in following up suspicious cases. This data will provide important information in evaluating the benefits and challenges associated with the use of technology in tackling corruption.

The evaluation results obtained from monitoring and measurement become the basis for making improvements and developing more effective leadership strategies. In response to the identified challenges, an in-depth evaluation is carried out to identify the root cause and find appropriate solutions. This step could involve developing more sophisticated training, improving more effective policies and procedures, or adjusting communication strategies and public engagement.

d. Application of Information Technology

In the era of digitalization 5.0, the application of information technology plays a crucial role in strengthening efforts to deal with corruption (Indah 2023). One of the actions we have taken is to utilize an integrated information system that allows efficient management of data, including financial data, transactions, and related documents. This information system not only guarantees data reliability, but also allows better supervision of business processes. For example, we may use systems that automatically record and monitor financial transactions, making it easier to detect indications of corruption such as money laundering or misuse of funds.

In addition, we take strict measures to protect data and reduce the risk of cybercrime related to corruption (Okparizan and Andhika 2020). We have strict data security policies and engage IT security experts who are trained to keep critical systems and information safe from cyber attacks. We implement data encryption, limited access settings, and effective monitoring and reporting mechanisms. In addition, we regularly conduct security audits to ensure systems and data are well protected.

In addition to significant benefits, the use of information technology also presents special challenges in tackling corruption. One of the main challenges is ensuring that the information systems used are secure and trustworthy. In the era of digitalization 5.0, cyber attacks are a

real threat, and unprotected data can be targeted by corrupt actors. That's why we're constantly improving our expertise in IT security, working with external security experts, and keeping up to date with the latest technologies to address these challenges.

The use of information technology in efforts to deal with corruption in the era of digitalization 5.0 provides significant benefits, such as increased efficiency, transparency, and supervisory capabilities. However, it is imperative to ensure that strong data security policies and appropriate control measures are in place to protect information and prevent misuse. By combining information technology with a proactive approach to corruption, our institutions can face the challenges of corruption by improving quality and creating a cleaner, healthier and trustworthy environment. (Fauzi et al. 2023)

e. Engagement in Social Media

Being actively involved in social media is one of the key aspects in efforts to overcome corruption in the era of digitalization 5.0. As a leader, the role of social media is very important in disseminating information, raising awareness, and involving the public in the fight against corruption. The communication strategy we implement through social media platforms plays a central role in disseminating information about our institution's corruption efforts. We use various types of content, such as infographics, short videos, and inspirational stories, to explain the negative impact of corruption, the importance of fighting corruption, and the steps we have taken to prevent and crack down on corruption. Through social media, we are able to reach a wider audience, including the general public, stakeholders, and employees, thus encouraging active participation and support in efforts to tackle corruption.

In addition, as a leader, we also actively promote community participation in identifying, reporting, and preventing acts of corruption. We invite the community to play an active role as social watchdogs by providing open and accessible communication channels. Through social media, we provide clear information about corruption reporting mechanisms, procedures to be followed, as well as protections provided to whistleblowers. We also conveyed important messages about integrity and courage in reporting acts of corruption, and explained the importance of community participation in creating an environment free from corruption. (Okparizan and Andhika 2020)

In the context of handling corruption in the era of digitalization 5.0, involving the public through social media has significant benefits. First, social media makes it possible to reach a wider audience and our diverse reach at a relatively low cost. We are able to reach younger generations, online communities, and hard-to-reach community groups through traditional

communication channels. Second, social media allows for two-way interaction between institutions and society. We can receive direct feedback from the community, answer questions, and respond to issues raised by the community related to corruption. This helps build trust and stronger community engagement in the fight against corruption.

However, the use of social media also brings its own challenges. One of them is how to manage and monitor information spread on social media. In the era of digitalization 5.0, the volume of information produced is very large, so it is very important to have a team that is competent in managing content and monitoring responses from the community. In addition, we must also maintain the security of user data and privacy, and address the potential spread of inaccurate information or false accusations that have the potential to cause damage to the reputation of the institution. . (Prasetyo Nugroho, Wariyanto Abdullah, and Wulandari 2019).

By using social media in an effective way, we can achieve positive results in efforts to tackle corruption in the era of digitalization 5.0. Social media has great potential as a powerful tool to spread anti-corruption messages, engage the public, and create a more transparent, accountable, and corruption-free work and society environment

4. CONCLUSION

Your leadership role in an institution in accelerating corruption handling in the era of digitalization 5.0 and social media includes, Responsible leadership and being an important role model in building a culture of integrity. The implementation of anti-corruption policies and the use of information technology can help in efforts to deal with corruption. Regular monitoring and evaluation is needed to improve corruption handling strategies. The need for a strong data security policy in the application of information technology. Active involvement in social media can increase public awareness and participation in fighting corruption. With good leadership, effective policy implementation, the use of information technology, and involvement in social media, it is hoped that handling corruption can be more effective in the era of digitalization 5.0 and social media.

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