

Exploring the Leadership Role of the Chair of the FISIP Student Executive Board University Muhammadiyah Indonesia (UNISMA Bekasi) in Encouraging Innovation and Creativity of Management

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Abstract: *This study aims to explore the leadership role of the Chairperson of the Student Senate (SEMA) of the Faculty of Social and Political Sciences (FISIP), Universitas Muhammadiyah Indonesia (UNISMA Bekasi), in encouraging innovation and creativity among its board members. The study employed a qualitative approach with an exploratory method. Data were collected through interviews with the Chairperson and an active board member, supported by organizational observations. The findings reveal that the Chairperson plays a significant role in creating an organizational climate that supports innovation and creativity through open communication, motivation, appreciation of new ideas, and involving members in decision-making processes. Board members felt they were given opportunities to express opinions and develop their ideas. Although several obstacles were identified, such as limited time due to academic responsibilities and a lack of self-confidence among some members, the Chairperson continuously sought to address these challenges through effective coordination and ongoing support. Therefore, the leadership of the Chairperson of SEMA FISIP Universitas Muhammadiyah Indonesia (UNISMA Bekasi) significantly contributes to fostering innovation and creativity among organizational members.*

Keywords: *Leadership, Student Organization, Innovation, Creativity, Student Senate.*

Introduction

Student organizations are an important means for students to develop their potential, both academically and non-academically. In today's era, college graduates are required to possess not only technical skills (hard skills) but also non-technical skills (soft skills) that can support success in the workplace and social life. One way to develop these soft skills is through active involvement in student organizations. Therefore, students need to possess various skills that can support the implementation of their duties and responsibilities within the organization. This is because organizational administrators play a role in carrying out management functions, including planning, organizing, leading, and controlling (Fridayani, 2022). Leadership isn't just about a person's position, position, or power. It emphasizes a person's ability to influence and create positive change. A leader must be able to build positive relationships, involve members in various organizational processes, and guide them toward achieving common goals. Leaders who rely solely on theoretical concepts without concrete actions tend to lose the trust of their members in their strategies and program implementation (Subni, 2024).

According to Fiedler (1967), leadership is a pattern of interpersonal relationships involving the use of authority and control to direct a group of individuals to work together to achieve predetermined goals. A leader's charisma is reflected in his or her ability to influence others and manage various situations faced by the organization. Furthermore, a leader is also required to possess emotional stability, be fair, and be able to carry out his or her role consistently without relying on certain conditions (Subni, 2024). Innovation

plays a crucial role in the development of an organization. Through innovation, organizations can create various innovations that help increase the effectiveness and efficiency of their activities. Innovation also enables the emergence of new, better ways to complete tasks previously performed routinely. Research conducted by Sembiring (2024) shows that leaders play a crucial role in building an organizational culture that supports innovation and encourages employee creativity. These findings have significant implications for leaders and policymakers in creating an adaptive and innovative organizational environment (Al Hakim et al., 2024).

One of the student organizations that serves as a channel for student aspirations is the Student Senate (SEMA). The success of this organization is greatly influenced by the quality of leadership possessed by its chairman. In its implementation, not all administrators have the courage or initiative to convey new ideas and develop innovative work programs. Some administrators still tend to carry out routine activities without implementing updates. This condition can be influenced by various factors, one of which is the leadership style implemented by the organization's chairman. Leaders who are open to input, provide opportunities for members to participate, appreciate every idea submitted, and are able to motivate administrators are believed to be able to create an organizational climate that encourages the development of creativity and innovation. SEMA FISIP Universitas Muhammadiyah Indonesia (UNISMA Bekasi) is a student organization that plays a vital role in implementing various programs related to student development, channeling aspirations, and improving the quality of organizational life within the faculty environment.

In carrying out these functions, the Chair of the Student Executive Board (SEMA) plays a role as a director, decision-maker, and motivator for all administrators. Based on initial observations, it appears that the leadership process at the SEMA FISIP Universitas Muhammadiyah Indonesia (UNISMA Bekasi) has provided opportunities for administrators to discuss, express opinions, and be involved in work program planning. However, the level of creativity and innovation possessed by administrators still shows differences. Some administrators actively put forward new ideas, while others still tend to wait for direction from the head of the organization. Research that specifically examines the experiences of administrators regarding the role of the chair's leadership in encouraging innovation and creativity is still relatively limited, especially in student organizations within the Faculty of Social and Political Sciences Universitas Muhammadiyah Indonesia (UNISMA Bekasi). Therefore, this study has novel value because it seeks to explore and understand the subjective experiences of administrators regarding how the leadership of the SEMA Chair contributes to creating an organizational climate that supports the development of innovation and creativity.

Implementation Method

This study uses a qualitative approach with an exploratory method. This approach was chosen because the researcher wanted to gain a deep understanding of the experiences, views, and meanings given by the administrators to the leadership of the Chair of the Student Executive Board (SEMA FISIP). Through interviews with two informants, and observations. The sources of information in this study were the Chair and Administrators of SEMA FISIP, Universitas Muhammadiyah Indonesia (UNISMA Bekasi), Creswell, JW, & Poth, CN (2018).

Results and Discussion

The research data was obtained through interviews with only two informants who are leaders and active administrators of the Student Executive Board (SEMA) of the Faculty of Social and Political Sciences (FISIP) of the University of Muhammadiyah Indonesia (UNISMA Bekasi), as well as through observations of the organization's activities. The interview results included in this article are outlined

directly based on the questions asked. The results of the interview with the Chair of the Student Executive Board (SEMA) of the Faculty of Social and Political Sciences (FISIP) are as follows:

1. How do you interpret your role as Chair of the FISIP Student Executive Board?

Answer: "In my opinion, as a chairman, my job is not only to lead, but also to be a role model for the management. I also have to be able to make all the management feel comfortable working together and helping each other."

2. How do you encourage administrators to be brave in expressing ideas or opinions?

Answer: "Usually at every meeting I give all the administrators a chance to speak. I always say don't be afraid of making mistakes, because every idea has its benefits."

3. What do you do when a manager proposes a new idea or work program?

Answer: "If someone has an idea, I'll listen to it first. After that, we'll discuss it together. If it's good, we'll try to implement it. If it's still lacking, we'll fix it together."

4. How do you motivate administrators to remain enthusiastic in carrying out organizational tasks?

Answer: "I usually often encourage and remind them that the success of the organization is the result of the work of all the administrators. After the activity is finished, I also always express my gratitude for their hard work."

5. What obstacles do you face in encouraging innovation and creativity among administrators?

Answer: "The problem is usually due to different class schedules, so it's hard to find time to get together. There are also some administrators who are still embarrassed to share their ideas."

6. In your opinion, how important is the role of a chairman in increasing the innovation and creativity of the management?

Answer: "I think it's very important. If the chairman is open and willing to listen to his members, the management will be more courageous in developing new ideas."

a. Results of Interviews with the FISIP SEMA Management The questions and answers described in this article are questions related to the topic.

1. What is your opinion about the leadership style of the Chair of the Student Executive Board of the Faculty of Social and Political Sciences, University of Muhammadiyah Indonesia (UNISMA Bekasi)?

Answer: "In my opinion, the Chairman is an open person. He always invites the management to discuss before making a decision."

2. Were you given the opportunity by the Chair to convey ideas or opinions?

Answer: "Yes, in every meeting we are always given the opportunity to express our opinions. So we feel involved."

3. How does the Chairman respond when you present a new idea or proposal?

Answer: "He is usually happy when there are new ideas. If the idea is still lacking, he gives input so it can be better."

4. Do you feel motivated by the way the Chairperson leads the organization? Why?

Answer: "Yes, because the Chairman often gives encouragement and always appreciates the efforts of the management. So I am more enthusiastic about participating in activities."

5. What obstacles did you experience in developing your creativity while you were an administrator?

Answer: "The problem is more about dividing my time between studying and organizing. Sometimes I also lack confidence when I want to express my ideas."

6. In your opinion, what is the role of the Chairperson in increasing the innovation and creativity of the management?

Answer: "I think his role is big. The Chairperson always gives space for the management to express ideas, and continues to support if there are good new programs."

7. What do you like most about the way the Chairman leads the organization?

Answer: "What I like is that the Chairman doesn't choose people. All administrators' opinions are listened to and they are invited to cooperate."

8. What are your hopes for the future leadership of the SEMA Chair?

Answer: "I hope that the Chairperson will remain open to input from the management, and that there will be more creative and beneficial activities for students."

b. Observation Results

Based on observations during the SEMA FISIP Universitas Muhammadiyah Indonesia (UNISMA Bekasi) meeting and coordination activities, researchers found that the SEMA Chair played an active role in encouraging innovation and creativity in the management. The Chair provided opportunities for all managers to express ideas and opinions, provided motivation, and supported the development of creative work programs. The managers appeared enthusiastic in discussions and were involved in decision-making. Despite obstacles such as time constraints and the presence of less active managers, the Chair continued to strive to maintain communication and coordination so that organizational activities ran smoothly. Overall, the SEMA Chair's leadership created an open, participatory organizational atmosphere and supported the emergence of innovation and creativity in the management.

c. Discussion

Based on the results of interviews and observations that have been conducted, it is known that the Chair of the Student Executive Board of the Faculty of Social and Political Sciences, University of Muhammadiyah Indonesia (UNISMA Bekasi) has an important role in encouraging innovation and creativity of the administrators. This role is evident in the way the chair builds open communication with all administrators Miles, MB, Huberman, AM, & Saldaña, J. (2020). In every meeting and organizational activity, the chair provides the opportunity for administrators to express opinions, ideas, and suggestions related to the work program to be implemented. This open communication makes administrators feel valued and involved in the organizational process so that they are more confident in expressing their ideas. The results of the study also show that the chair acts as a motivator for the administrators. The chair not only provides direction regarding the duties and responsibilities of the organization, but also provides moral support to the administrators to remain enthusiastic in carrying out activities.

The motivation provided includes appreciation for the performance of the administrators, encouragement when facing obstacles, and encouragement to continue developing their abilities. This support makes the administrators feel more confident and motivated to actively contribute to the organization. In addition to providing motivation, the chairperson also provides space and opportunities for the administrators to develop their creativity. The administrators are given the freedom to propose ideas and work program concepts that are considered interesting and beneficial for students. The chairperson does not immediately reject the ideas submitted, but instead invites the administrators to discuss and refine the ideas together. This attitude demonstrates the chairperson's role as a facilitator who supports the emergence of various innovations within the organization (Robbins, SP, & Judge, TA (2023). With this support, the administrators become more courageous in trying new things and developing more creative work programs. Based on observations, the organizational climate built by the chairperson also appears quite conducive and participatory. The administrators are seen actively participating in discussions and collaborating in implementing organizational activities.

Although some administrators lacked confidence in expressing their opinions, the chairperson attempted to involve all members so they could participate in every activity. Furthermore, the collaboration between administrators contributed to the creation of an organizational environment that fostered creativity

and innovation. This demonstrated that the chairperson's leadership focused not only on achieving work programs but also on developing the potential of the organization's members. However, this study also identified several obstacles in encouraging innovation and creativity among administrators. The most common obstacle was time constraints due to each member's academic commitments, which prevented optimal coordination. Furthermore, some administrators lacked confidence in expressing their ideas or opinions. However, the chairperson attempted to overcome these obstacles through intensive communication, motivation, and the creation of an open and supportive organizational climate. Therefore, it can be concluded that the leadership of the Chairperson of the Student Executive Board of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Indonesia (UNISMA Bekasi) plays a significant role in creating an organizational environment that fosters innovation and creativity among administrators.

Conclusion

Based on the results of research conducted through interviews and observations, it can be concluded that the leadership of the Chair of the Student Executive Board of the Faculty of Social and Political Sciences of the University of Muhammadiyah Indonesia (UNISMA Bekasi) plays a very important role in encouraging innovation and creativity of the management. The Chair not only acts as a leader who directs the course of the organization, but also as a motivator and facilitator who is able to create an open and participatory organizational environment. Through good communication, the Chair provides opportunities for all administrators to convey ideas, opinions, and suggestions in every organizational activity. The open attitude shown by the Chair makes administrators feel appreciated, involved, and have an important role in the development of the organization. This condition encourages the emergence of the courage of administrators to innovate, develop new ideas, and actively participate in the preparation and implementation of work programs that benefit students. Thus, the leadership implemented is able to create a conducive organizational atmosphere to support the development of creativity and innovation of administrators.

In addition to providing space for opinions, the SEMA Chair also plays a role in building the motivation and work spirit of the management. The Chair consistently provides support, appreciation, and encouragement to the management to remain active and responsible in carrying out organizational duties. This form of motivation makes the management feel more confident in conveying ideas and contributing to various organizational activities. The results of the study indicate that the management feels positive support from the Chair, especially in accepting and developing new work program proposals. Every idea submitted is not immediately rejected, but rather discussed together to find the best solution and improvement. This attitude demonstrates that the Chair is able to create an organizational culture that values creativity, cooperation, and the active participation of all members.

Through this approach, administrators become more motivated to develop their abilities while making maximum contributions to the organization's progress. However, this study also found several obstacles in efforts to encourage innovation and creativity among administrators, such as time constraints due to academic busyness and the continued lack of confidence in expressing opinions among administrators. However, these obstacles can be minimized through intensive communication, good coordination, and continuous support from the chairperson to all administrators. Based on the research findings, it can be emphasized that the leadership of the Chairperson of the Student Executive Board of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Indonesia (UNISMA Bekasi) contributes significantly to building a democratic, participatory, and innovative organizational climate. Open leadership that respects each member can increase the involvement of administrators in the organization and encourage the birth of various creative ideas and work programs. Therefore, the success of student organizations in creating

innovation and improving the quality of activities is inseparable from the role of leaders who are able to direct, motivate, and empower their members to develop optimally.

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