

Optimizing Women Leadership and the Role of Women in Coming to the Era of Society 5.0 in Indonesia

By: Andiwi Mefilina

As time goes on, with all its influence and power, we are no longer faced with era 4.0, where all production processes use technology, but we are already dealing with the era of society 5.0. As we already know, Indonesian women today are not women who existed in the past. Where women are just individuals who are identical with 'kitchens, wells, mattresses'. But now everything is much different, because women can now learn to explore as much knowledge as possible, women have the opportunity to become leaders and other gender equality, including freely using existing information technology.

A leader is a person who has skills and advantages, especially skills / strengths in one field so that he is able to influence others to jointly carry out certain activities for the achievement of one or more goals.(James, 2005). And also leadership involves a process of social influence which in this case is the deliberate influence exerted by one person on others to structure activities and relationships within a group.(Pasolang, 2010). Women through their leadership in the family are the key to the civilization of a nation. Especially in welcoming the era of society 5.0, every individual is required to be ready to face challenges and social problems by utilizing various innovations. For this reason, women's leadership in Indonesia needs to be optimized in a wider scope and support from all parties to build and support women's awareness in Indonesia to participate in various fields, including in decision-making positions for the benefit of society and the nation.

In addition, so that more and more Indonesian women occupy strategic positions and excel at the national or global level. Women today must be able to take an active strategic role through the contribution of thoughts, ideas, and views towards nation building, in accordance with the sensitivity and social intelligence that are their strengths. Women must also empower their potential and improve their quality so as to give birth to creativity, innovation, constructive

thinking in the perspective of gender equality in all lines of people's lives. The hope of the nation is that at this time women must be able to become pioneers or initiators of goodness.

Historically, the role of women in Indonesia has been recorded since the time of Kartini's struggle, then a ministry emerged that handled the affairs of the role of women in the cabinet in 1978, until it continues today. RA Kartini is an important role model for Indonesian women. She is a figure who fights for women's rights such as the right to study in school and the right to lead an organization. Eagly stated that a woman has a democratic nature and a high sense of caring so that a woman figure is competent to become a leader in an organization. (Eagly, 1990). Various activities to promote women continue to be promoted by the government, including the issuance of Presidential Instruction No. 9/2000 on Gender Mainstreaming in National Development to integrate gender equality into national development policies, programs and activities. The presence of this very advanced thinking when compared to what has happened in many other countries in the world by adopting a gender mainstreaming strategy, Indonesia aspires that everyone, women and men, must be taken into account in development so that there are no gaps and backwardness.

Women's Leadership

Women are part of a larger society than men. The creation of men and women has the same position, degree, rights and obligations. In Javanese philosophy, women have the meaning of "wani laid out" or dare to be arranged. The development of the times, especially in meeting the needs of a decent life, makes women take part in all fields. Economic pressures, especially for the lower classes, require women to also play a role by participating in work. The work that was originally done by women only in the household environment has now shifted as the backbone of the family economy. This means that the current customary philosophy is no longer relevant where women should receive economic protection from their husbands and get a higher place. In culture and customs in Indonesia, women have positioned a higher degree, but in line with the shifting of women's roles to a wider dimension, especially in the reform era in Indonesia, it has given great hope for women. The rise of women in the era of globalization has brought changes in the development of development no longer as mere wives or mothers, but has been oriented to the quality of their existence as human beings.

Women's leadership style

The position of women not only as a development process but also as a foundation that supports development is a necessity because it is in line with the women's emancipation movement such as the figure of Raden Ajeng Kartini. The emancipation and gender movement essentially seeks equality of women's rights in various fields of life so that it slowly shifts the stigma about the woman herself. is no longer seen as a weak figure but has the same ability to be at the top of his career. Women's comprehensive leadership style along with other positive values make them suitable for top manager or leadership positions. Many female world leaders have become role models such as Margaret Thatcher in England, Indira Gandhi in India, Cory Aquino in the Philippines who is able to position herself as a smart woman by not seeing herself as a weak woman but strength & intelligence in placing herself at home, the world of work, places of worship, and the community. The role of women now indirectly has an extra position that cannot be replaced by men. By providing opportunities and encouraging women to play a role as leaders, governments and organizations.

Basically, women have the basic traits to succeed as leaders. They tend to be more patient, empathetic, and multitasking. Women also have a talent for networking and negotiating. According to Helen Fisher, these abilities are, of course, not exclusive to women. However, compared to men, women tend to show these traits more often (Fitriani, 2015). Women are also responsible and like to overcome challenges in their work. Since ancient times, women and men have done different jobs. The tasks they perform require different skills. These cultural factors also influence how women and men act and think. This cultural factor is also seen in the organization. Men are required to be firm in leading. But when a woman is assertive, she is often called aggressive. Most male leaders also mentor their male subordinates. It is still rare for male leaders to mentor women.

Women and the Technological Challenge

In this era of society 5.0, women should not be mere connoisseurs, but movers of national civilization, becoming leaders in the midst of technological challenges that are increasingly rapidly

developing. Women must also be wise in technology, such as utilizing existing technology, and avoiding possible crimes that occur in this era of digital technology. Today's Indonesian woman must be a woman who is technology literate or digital literate, moreover she will be the first school for her children in the future. The role of women in the family, of course, is to provide education to the family, especially for children. Then, it becomes control in terms of association, how to accompany children with the era of technology that continues to advance today.

With this 5.0 era, women in Indonesia will be able to more freely express, be creative, explore themselves with existing technology. Not only that, girlIn Indonesia, they can become public figures, content creators, MUA, sellers and other professions, which will be easier for people to recognize and the market will be wider if they master digital technology. Because actually in the 5.0 era, it is how humans can adapt to existing information technology, so that people's living standards can be even better. On the other hand, if women are left behind in the knowledge of the era of society 5.0, then women today will be worse off and what will the future generation of the nation be like? Therefore, the role of women in Indonesia must be ready and able to answer the challenges of the times they face. Women must be intelligent and are not expected to be inferior to artificial intelligence (artificial intelligence). Indonesian women must strive to move forward and show their abilities and identity as productive, innovative, creative, and inclusive “mothers of the nation”. Whereas in the future, the challenges for Indonesian women in carrying out their roles and functions in the digital era will certainly not be easy because theyociety 5.0 was created as a solution to Revolution 4.0 which was also feared to degrade humanity and human character. Therefore, in the era of Society 5.0, character values must be developed, empathy and tolerance must continue to be strengthened and nurtured along with the development of competence and critical, innovative, and creative thinking.

The current era of Society 5.0 aims to integrate virtual space and physical space into one, so that everything becomes easy with artificial intelligence in transforming into big data collected via the internet in all walks of life. In addition, it also becomes a new wisdom to be dedicated in improving human abilities, opening up opportunities for humanity. This transformation will help humans to live more meaningful lives where a touch of humanism in the concept of Society 5.0 will be the basic capital in this era. Technological advances in the era of Society 5.0, will create various opportunities by increasing women's access to education, careers, and self-actualization.

But on the other hand it will also bring up various challenges, including the increasingly competitive world of work, changing parenting patterns in the family, and how to divide and balance the roles of women in the family and society. Therefore, so that women in Indonesia can seize opportunities and overcome these challenges, one solution is to reaffirm the role of the family by improving relations between family members, improving family functions, developing norms and cultural standards, forming media literate families or digital and information literacy. , and apply democratic communication patterns.

BIBLIOGRAPHY

Eagly, AH, and Johnson, BT, 1990. *Gender and Leadership style: A Meta Analysis*. CHIP Documents. Paper 11

Gibson, James, L., 2005. *Organization, Behavior, Structure and Process. 5th Edition. 3rd Printing*, Jakarta, Erlangga Publisher

Pasolang, H., 2010. *Bureaucratic Leadership*, Bandung, Alfabeta

Fitriani, A., 2015. *Women's Leadership Style*, Journal of TAPIs, 11(2), 1-24