Unlocking Potential: The Role of Transformational Leadership in Achieving Sustainable Development Goals at the Village Level in Gowa Regency

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Abstract

This study aims to analyze the role of transformational leadership in achieving Sustainable Development Goals (SDGs) at the village level, especially in Gowa Regency. The SDGs are a global development agenda that aims to address the social, economic, and environmental challenges faced by the world today. This study uses a qualitative approach with a focus on Inspirational Motivation as a component of transformational leadership. This study uses a qualitative research method with a case study approach. Primary data was obtained through interviews with various related parties, such as village heads, members of the Village Consultative Body (BPD), village government officials, and village communities. Secondary data is also used to support primary data analysis. Data analysis was performed using data collection techniques, data reduction, data presentation, and drawing conclusions. The results of the study show that transformational leadership with the application of Inspirational Motivation has a positive influence in achieving the SDGs at the village level. Village heads who effectively implement Inspirational Motivation use various strategies, such as providing information disclosure to the community, forming a WhatsApp group to communicate, paying attention to the performance of village officials, and maintaining good communication with the BPD. In certain cases, obstacles in communicating with the BPD can become obstacles in achieving village development goals.

Keywords: *Village Development; Community Empowerment; Collaboration*

Introduction

The Sustainable Development Agenda or Sustainable Development Goals (SDGs) is a global development agreement adopted by the United Nations in 2015, replacing the previous Millennium Development Goals (MDGs). The SDGs consist of 17 Sustainable Development Goals which aim to address the social, economic, and environmental challenges faced by the world today. The SDGs cover various aspects of development, including poverty alleviation, health, education, gender equality, environmental protection, economic empowerment, and others. Its goals include eliminating poverty and hunger, ensuring good health and well-being, providing quality education, achieving gender equality, ensuring clean water and adequate sanitation, accessing clean energy, creating jobs and decent economic growth, building sustainable infrastructure, reducing inequalities, and so forth.

The SDGs are interrelated and influence one another. Through the implementation of the SDGs, it is hoped that the world can become more sustainable, inclusive, and fair (Hope 2020, Gupta & Vegelin 2016, Weitz et al 2015, Fu et al 2019, Gunawan et al 2020, Jaiyesimi 2016, Trends 2017, Elder et al 2016). Each country is expected to commit and act in implementing the SDGs in accordance with their respective national contexts and priorities. To achieve this goal, collaboration between government, the private sector, civil society, and all stakeholders involved is required.

It is important to involve the whole society in achieving the SDGs (Yonehara et al 2017, El-Jardali et al 2018, Tjoa & Tjoa 2016, Shiel et al 2020), including forging strong partnerships between countries, sectors, and individuals. individuals to achieve common goals. With global commitment and real action, it is hoped that the SDGs can lead to sustainable positive changes in efforts to build a better world for all.

Leadership reflects the organization being run (Hewison & Holden 2016, James & Arroba 2005, Dirani et al 2020, Dolan et al 2020, Xie 2020, Pranitasari 2020), where the involvement of people in the organization includes carrying out tasks, methods, patterns, systems, and certain policies to achieve the expected goals. The role of a leader is very important in an organization, seen from the style of behavior they show when carrying out their duties and responsibilities. Effective leaders can influence organizational members to participate actively, motivate them, and direct their efforts towards mutual success (Alblooshi et al 2021, Kadarusman & Bunyamin 2021, Wahyudi et al 2021, Buil et al 2019). Organizational success is often influenced by the ability and personality of the leader to lead and manage the team effectively.

Every leader needs to have effective communication, openness, empathy, courage, integrity, encouragement, support, vision, and inspiration (Boyatzis et al 2005, Dutton & Spreitzer 2014, Kiarie et al 2017). By developing these aspects of personality, leaders can build effective relationships with subordinates, motivate them, and achieve mutual success.

The Village Head plays an important role in advancing sustainable development at the village level by focusing on Village Sustainable Development Goals (SDGs). They are responsible for preparing SDGs-oriented village development plans, coordinating, and collaborating with various related parties, and encouraging the active participation of the village community. In addition, the Village Head also has the responsibility of monitoring and supervising the implementation of development programs related to the SDGs as well as increasing the capacity and awareness of village communities on sustainable development issues. In carrying out this role, the Village Head needs to have commitment, good communication skills, effective leadership, and the ability to collaborate with various parties. By involving the community and focusing on Village SDGs, the Village Head can act as an agent of change that brings about sustainable development at the local level.

This study aims to analyze Inspirational Motivation on the transformational leadership style of village heads in realizing Village Sustainable Development Goals (SDGs) in Gowa Regency. In this research, the focus is on how village heads use inspirational motivation to motivate and move village community members in achieving sustainable development goals related to the SDGs.

Method

This study utilizes a qualitative approach to examine the Inspirational Motivation in the transformational leadership style of village heads in achieving the Sustainable Development Goals (SDGs) at the village level in Gowa Regency. The research process follows a deductive approach, where existing concepts and theories related to Leadership Style are used as a framework for analysis. However, the study also acknowledges the potential for modifications or adjustments to the initial theory based on the perspectives and views of the participants, aligning with Creswell's perspective on qualitative

research. The chosen research strategy is a case study, which is suitable for addressing the research questions focusing on how and why. The study employs pattern matching as a method to relate the collected data to the research propositions, aiming to verify or confirm the proposed theories or models.

Primary data and secondary data serve as the sources of information for the study. Primary data is obtained directly from original sources, such as interviews with individual or group subjects, observations of relevant objects, events, or activities, and test results. The primary data sources include various stakeholders involved in the Leadership Model in Gowa Regency, such as village heads, BPD heads, village officials, community members, religious leaders, youth representatives, Babinsa (village military liaison officer), and Bhabinkamtibmas (village police liaison officer). The selection of research informants follows a purposive sampling technique based on specific considerations. Secondary data, on the other hand, refers to existing data in published form, including published or unpublished evidence, records, historical reports, or documentary data. Secondary data is used to support and interpret the primary data, aiding in understanding the research problems and potential solutions. The data analysis technique employed follows the model proposed by Miles and Huberman (1994), which involves the processes of data collection, data reduction, data presentation, and drawing conclusions or verification based on the collected field data. These analytical steps help in uncovering patterns, themes, and insights relevant to the study's objectives.

Results and Discussion

Inspirational motivation means the character of a leader who is able to apply high standards but at the same time is able to encourage subordinates to achieve these standards. Such a character is able to generate high optimism and enthusiasm from subordinates. In other words, transformational leaders always inspire and motivate their subordinates (Ahmad et al 2014, Sundi, K. 2013, Kuantan, P. 2015, Putra & Dewi 2019, Chauhan 2019, Asmawi et al 2022)

The application of Inspirational motivation for the village head in Toddotoa Village is carried out by means of; Providing Information Disclosure: The village head always conveys information to the community about village development and programs through a talking board posted outside the village head's office. This provides transparency to the community so that they know what the village government is doing; WA Group: The village head also forms a WhatsApp group for all villagers, so they can get information about village activities and programs. This shows the village head's commitment to maintaining communication with the community and providing an understanding of the programs being implemented; Attention to Performance: The village head pays good attention to the performance of village government officials. When any activities or village developments are completed, the village head invites them to eat together as a form of reward. This provides good work motivation to his subordinates; Communication with BPD: The village head and the Village Consultative Body (BPD) maintain good communication in implementing village programs. The interests of serving the community are prioritized and each program or activity is accommodated based on the results of deliberations in the village. This shows the close cooperation between the village head and the BPD for the common good.

By providing information disclosure, rewards, and maintaining communication with his subordinates and the BPD, the village head in Toddotoa Village has succeeded in inspiring and motivating his subordinates. This is important in creating a positive and effective work spirit in implementing development programs and achieving sustainable development goals (SDGs), such as overcoming poverty.

The application of the Inspirational motivation of the Head of Pakatto Village, namely, Communication with the BPD: The Village Head of Pakatto has no problems in establishing communication with the Village Consultative Body (BPD) because the BPD is their working partner in

the village. This shows the importance of collaboration between the village head and the BPD in implementing village programs; Focus on Tourism Village Development: The Head of Pakatto Village focuses on building several tourist villages in the village as well as supporting the development of Micro, Small and Medium Enterprises (MSMEs) for the community. This shows their commitment to realizing development that is oriented towards improving people's welfare; Information Disclosure: Development in the village is very open to the community. They use information boards to convey information directly to the public. In addition, the village head also uses the WhatsApp group to convey information related to the village's Sustainable Development Goals (SDGS) program. This shows the openness of the village head in informing village activities and programs to the community.

Application of Inspirational motivation The Head of Bontokassi Village found Communication Constraints with the BPD: The Head of Bontokassi Village experienced problems in communicating with the BPD. One member of the BPD did not want to be vaccinated, which was seen as a bad example for the community. This communication barrier affects the program or development process in the village. This shows the importance of good communication between the village head and the BPD to run village programs successfully; Village Program Needs Without Poverty: Village programs without poverty are not only limited to providing Direct Cash Assistance (BLT), but other things must also be provided to the community, such as business capital assistance. This shows the community's expectation for development programs that are more holistic and provide sustainable support for their well-being (Rosa et al 2019, Hilson & Banchirigah 2009, Hjorth & Bagheri 2006)

It can be concluded that good communication between village heads, village work units, and the community is very important in realizing effective leadership and successful village development programs. This involves working with BPD, focusing on tourism village development and community empowerment, as well as information disclosure to the public. Obstacles in communication need to be overcome so that village programs can run well and in accordance with the established vision and mission.

Conclusion

Leadership that applies Inspirational motivation in Toddotoa Village and Pakatto Village has an effective approach in providing inspiration, motivation, and openness to their subordinates and the community. This creates positive morale and increases participation in development programs. However, in Bontokassi Village there were problems in communicating with the BPD, which became an obstacle in carrying out village programs. The application of Inspirational motivation in the Village Head's leadership is very important to create enthusiasm, motivation, and openness in carrying out village development programs. The Village Head needs to provide inspiration and motivation to his subordinates through intense communication, paying attention to performance, and providing appropriate rewards. In addition, openness of information to the public and good cooperation with BPD are also important factors in achieving the goal of inclusive and sustainable village development

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