

TRANSFORMATIONAL LEADERSHIP ROLE'S IN IMPROVING INNOVATIVE WORK BEHAVIOR EMPLOYEE TOWARD BANTUL SMART CITY

by Rosidah, Nadia Sasmita Wijayanti, Voettie Wisataone, Danang Setyaramadani

ABSTRACT

This study aims to analyze the role of regional leaders in the Bantul Regency Government in encouraging innovative work behavior of ASN employees in the Bantul Report program in order to optimize the Bantul Smart City. This study departs from the phenomenon of service improvement efforts carried out by the Bantul Regency Government to bring up innovative behaviors. In uncovering the efforts of this phenomenon, this research will analyze the extent and how the role and what is done by regional leaders in Bantul Regency related to the Bantul Report program in mobilizing employees and other stakeholders so that they can encourage and be involved in development in Bantul Regency as a whole. Report Bantul was chosen to be the focus of research because it is a priority program for the implementation of Bantul Smart City indicators. There is still a need for resident engagement and better integration between various related parties so that the dimensions of smart society can be realized optimally. Based on the purposive sampling technique, 3 research informants were determined, namely the Regional Secretary of Bantul Regency, the Head of the Bantul Reporting Department and the Head of DISKOMINFO with consideration of experience involved in policy making and program implementation for a minimum of 3 years. Data collection techniques used observation, documentation and in-depth interviews with qualitative data analysis methods, namely data reduction, data display and drawing conclusions.

Kata Kunci: transformational leadership, innovative work behavior, smart city