THE LEADERSHIP COMMUNICATIONS OF MIN 1 MEDAN SCHOOL TO IMPROVE THE TEACHERS' PERFORMANCE IN THE ERA OF INDUSTRIAL REVOLUTION 4.0.

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Abstract: Education in the 4.0 era is progress to prepare creative HR (Human Resources) in accordance with current demands where the world is facing a digital-based industrial revolution. Identification of educational program needs conducted by MIN 1 Medan to improve the performance of teaching staff in the 4.0 industrial revolution era. descriptive approach in research conducted to describe and interpret conditions or relationships that exist, opinions that are growing, processes that are ongoing, consequences that are happening or trends that are developing at the research location MIN 1 Medan, this is on Jl. Willem Iskandar No. 7C, Bantan Tim, Kec. Medan Tembung, Medan City. Marketers of educational services must ensure that their madrasas have an efficient way of presenting student data and information from records owned by madrasas, these data include: 1) Socio-cultural background of teachers; 2) Potential teachers; 3) Teacher needs in the future. There are several factors to improve the performance of teaching and educational staff in the form of: Motivation Factors, Capability Factors, Leader Communication Styles. Communication is very important in increasing good cooperation in the era of the industrial revolution 4.0. Madrasahs need to pay attention to this for efforts to improve either the program or to adapt the curriculum to improve the performance of teaching and educational staff.

INTRODUCTION

From a communication standpoint, management strategy is highly dependent on communication variables or the management of communication elements, referred to as communication management. Numerous internal organizational aspects are intimately tied to communication factors to create a communication strategy design, with corporate communication design serving as its external manifestation. Career and communication management are intertwined with organizational resources and dimensions such as network, initiative encouragement, work autonomy, and job security. Communication management and corporate "resources" can lead to organizations' success and educators' professional growth. Communication is a crucial component of career management. Educators and managers must be oriented to the interrelationships that influence organizational and personal development and success involving firm resources, knowledge, personal information, and team member training. Numerical and dynamic simulations illustrate how processes operate and control the decision-making procedures of organizations with the characteristics of a sourced or sourced organization (Winardi, 1990).

To achieve the required goals and objectives in management, planning, organizing, directing, and controlling are necessary management objectives. These are the measures taken to attain the intended result. It is the job of the organization's senior leadership or top management to plan its performance in accomplishing its goals. The top management has a role in leading the planning design, which includes establishing the critical elements of the management strategy that will be applied to attain organizational objectives. Frequently, the communication aspect is viewed as a subsystem that supplements the broader management plan. In other words, communication is not deemed crucial to attaining organizational objectives. According to the findings of Forman's research, the right communication program designed at the corporate level has a direct and highly adequate effect on sales volume growth (Washington et al., 2006).

Because its duty entails selecting messages linked to firm objectives and various points of view and then conveying them to interested individuals, school communication management can be regarded as the lynchpin of managerial strategy. As domain specialists, communicators must be able to handle complex communication actions. To socialize in the school, they should be kept informed of the internal activities of the various departments and all other divisions related to the organization. Still, more importantly, they should have close contact with public relations (PR): marketing, advertising, research, and information systems.

Industrial revolution 4.0 is synonymous with disruption since practically every aspect of life has shifted from manual to digital. Law no. 20 of 2003 states, "Education is a conscious and planned effort to create a learning environment and learning process so that students actively develop their potential to have religious, spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by themselves and society, nation, and state" (Habidin et al., n.d.).

The purpose of education 4.0 is to prepare HR (Human Resources) who are creative and by current demands where the world is facing a digital-based industrial revolution. Education in the era of the industrial revolution 4.0 is seen as the development of three significant competencies for the 21st century: the competence to think, act and live in the world. Thinking competence includes critical thinking, creative thinking, and problem-solving. Acting competencies include communication, collaboration, digital literacy and technology literacy. While the competence to live in the world consists of initiative, self-direction, global understanding and social responsibility. This era will induce an educational revolution into education 4.0, which demands fundamental changes in the learning process (Usman, 2009).

It is known that communication throughout the Industrial Revolution 4.0 between school principals and teachers, teachers and students, and teachers and parents in educational institutions helps establish good school management and leadership in realizing the school's vision and mission. From the description of the

background, the researcher is interested in researching Madrasah Ibtidayah, which is currently one of the most popular and prestigious schools in Medan, amid the emergence of new schools that are increasingly innovative. The Madsarah is MIN 1 Medan. The overall number of students indicates that this school is famous and has a reputation as one of the most prestigious madrasas in Medan. In addition, the public interest in registering new students (PPDP) is that many write their children to become prospective students at MIN Medan. MIN 1 Medan can be said to be one of the favourite MINs in Medan City. With a description of the background of this research, The researcher is interested in researching " The Leadership Communications Of Min 1 Medan School To Improve The Teachers' Performance In The Era Of Industrial Revolution 4.0."

THEORETICAL FRAMEWORK

Transformational leadership is composed of two separate words: leadership and transformational. The phrase transformational derives from the verb transform, meaning to change or convert into a different shape. Although the study of transformational leadership styles is not entirely new, most writers revolve around old theories, highlighting several leadership styles, such as democratic, authoritarian, quasi-democratic, situational and others. Transformational leadership is a process of increasing the motivation of leaders and education personnel to increase the awareness of education personnel by encouraging the ideals of moral values, freedom, justice, peace, and balance, not based on emotional traits, fear and jealousy. Good transformational leaders use their authority and power to inspire and motivate their followers to believe in them and follow their example. However, there are also potential risks associated with transformational leaders' substantial influence. Transformational leadership is a process that drives individuals by appealing to higher ideas and moral values, developing and communicating a vision for the future, and establishing a credibility foundation. Transactional leadership, in contrast, is based on bureaucratic and organizational principles(Harianto, 2021).

Management responsibilities include planning, organizing, staffing, direction and leadership, and controlling are used to achieve organizational goals—a method for accomplishing corporate objectives through the actions of people. Management is the process of determining, interacting with, and achieving organizational goals by implementing the functions of planning, organizing, preparing employees or staffing, directing and leading, and supervising. The organization is the process of determining and managing the strategies and tactics that were defined in planning and then designed in an appropriate and resilient organization, conducive system and organization, and can ensure that all components involved in the organization can work effectively and efficiently to achieve goals and to organize and connect learning

resources so that they can realize the learning objective in a more effective, efficient, and efficient manner (Mulyasa & Aryani, 2017).

Movement (Actuating) is an effort or action performed by the leadership to nurture a will and make subordinates aware of their obligations so that they can carry out their responsibilities according to a predetermined plan. They are evaluating (Evaluating) (Evaluating). Evaluation in a session can motivate teachers and students to attain the desired level of learning success. And finally, there is Supervision (controlling), which is the job or obligation of the leadership to observe and supervise the extent to which the predetermined program may perform correctly and to be firm in implementing the following program (Saydam, 2000).

Organizational behaviour and commitment are seen as a construct that binds employees to the organization. Commitment plays a very significant role in explaining the intensity of Educators, such as quitting jobs and other Educator behaviours. Commitment is the desire for social behaviour to provide energy and loyalty to the social system and a person's attachment to social relations and ability to express himself. The commitment must be based on the attitude of the members, so commitment is an event where individuals are very interested in the goals, values and goals of the organization where they work. Experts argue that commitment is part of the acceptance of Educators on organizational matters, psychological involvement and loyalty. Commitment is an attitude and behaviour that mutually encourage one another. Education Personnel who are highly committed will show positive attitudes and behaviour in their institutions; Education Personnel will have an attitude of defending their organization, trying to improve achievement, and having definite beliefs to help realize organizational goals. In other words, the commitment of Educators to the organization is the loyalty of Educators to the organization, which will foster loyalty and encourage Educators to make decisions (Wibowo & Mochklas, 2020).

That commitment will create a sense of belonging for Education Personnel in their organization. Many factors influence commitment to the organization. Leadership is one of the aspects that contribute to the building of commitment. Research conducted by Berling & Fullagar states that there are differences in commitment between men and women, where men's responsibility is more significant than women's. Work commitment includes an exchange relationship between individuals and superiors(Trianasari, 2005).

RESEARCH METHOD

The research method used in reviewing this research is a qualitative research approach. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behaviour, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of

words and language, in a particular context that is natural and by using various methods.

This research uses qualitative research because, in this study, the data produced is in the form of descriptive data obtained from facts in the form of writing and words originating from sources or informants who can be researched and trusted. This study used a descriptive approach (descriptive research). The descriptive course in research is conducted to describe and interpret conditions or relationships, opinions that are growing, ongoing processes, consequences that are happening or trends that are developing. 24 The research location was conducted at MIN 1 Medan, which is on Jl. Willem Iskandar No. 7C, Bantan Tim., Kec. Medan Tembung, Medan City.

DISCUSSION AND RESEARCH RESULTS

Marketers of educational services must ensure that their madrasas have an efficient way of presenting student data and information from records owned by madrasas. These data include:

1. The Socio-cultural background of teachers,
2. Potential teachers,
3. The teacher needs in the future.

Madrasahs must pay attention to these to improve additional programs or curricula for education customers. Identifying the need to improve the performance in madrasas is necessary so that we, as providers of educational services, can meet the needs of students according to what they need.

Thus the analysis of needs in communication is needed. Education can be used as a basis for schools to obtain ideas and opportunities that can be used to attract school customers or avoid obstacles from the environment; it is expected to be able to analyze the market and the environment. Marketing analysis can provide information and input to every school stakeholder so that it can be applied naturally in the field. Communication is very important in realizing an educational ideal, to build good cooperation between various parties. There are several factors to improve the performance of teaching and educational staff, namely:

a. Motivational Factors

Motivational Factors, Motivation will be formed in a person when facing a work situation. Motivation is a condition that drives a person to fulfill the organization's goals in a more directed manner, therefore if a person is highly motivated, he will attain his highest level of performance.

b. Ability variable

Ability variable The employee's psychological ability (Ability) is comprised of potential ability (IQ) and actual ability (Knowledge + Skill). This shows that it will be easier for individuals with an above-average IQ (IQ 110-120) and appropriate education to attain the desired performance if they have positions that require everyday duties and have the necessary skills. Therefore, it is crucial to place individuals according to their skills.

Table1.leadership style

Participative	1. The leader gives his subordinates time and chance to share their objectives. 2. oriented toward alteration 3. based on partners and companions
Maximum leadership	1. Strategic method 2. Human capital approach 3. Expert strategy 4. Control approach 5. Change agent strategy
Principle Centered Leadership	1. Customer oriented 2. Prioritize capabilities

CONCLUSION

The role of communication is very important in increasing good cooperation in the era of the industrial revolution 4.0. Based on the results of research at MIN 1 Medan that the marketing strategy for educational programs in improving the image of superior madrasas is to identify the needs of educational programs by taking into account: 1) The socio-cultural background of teachers; 2) Potential teachers; 3) Teacher needs in the future. Madrasahs need to pay attention to these matters for efforts to improve either the program or the curriculum to improve the performance of teaching and educational staff.

SUGGESTIONS

Leaders are more interactive with their subordinates so as to create a sense of comfort in communication can be created and produce work that is in accordance with the desired goals. This requires follow-up so that the progress of the organization's performance can be carried out in accordance with the job description of each management implementing unit.

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