

# The Importance of Guidance and Motivational Encouragement: The Significance of Leadership and Communication in Organizational Management

## Author

<sup>1\*</sup> Djoko Soelistya (Orcid ID. 0000-0001-9928-6317)

<sup>2</sup>Rahmat Agus Santoso (Orcid ID 0000-0001-7957-9884)

<sup>3</sup>Akhsin (Orcid ID. 0000-0003-3549-6790)

<sup>4</sup>Triasmono (Orcid ID. 0000-0003-3549-6790)

## Correspondence

<sup>1,2,3,4\*</sup>Universitas Muhammadiyah Gresik

Jl. Sumatera No.101, Gn. Malang, Randuagung, Kec. Kebomas, Kabupaten Gresik, Jawa Timur 61121

\*e-mail: djoko\_soelistya@umg @ac.id

## Abstract:

School leaders need to pay attention to teacher motivation in dealing with difficult situations in order to improve the quality of education. Motivation and communication are considered to improve teacher performance and achieve educational goals. This phenomenon has the potential to result in a decrease in teacher performance. The purpose of this community service (PKM) view is that the success of schools in improving teacher performance can be influenced by the training and counseling provided to teachers, with the aim of improving the quality of teacher resources. The principal's attention through respect for teacher performance also plays a role in this, with the leadership style shown by the principal. This activity was attended by teachers and school principals, resulting in (1) PKM can provide enthusiasm for changing maximum performance in school governance; (2) PKM can improve and change communication between teachers and parents of students to make communication more humane and create mutual trust and respect; (3) PKM can provide changes and evaluations of the Principal's leadership style and touch on improving teacher performance, building trust in teachers for the potential of teacher resources. It is hoped that PKM activities will provide changes and improve teacher performance and integrated communication between teachers, school principals and student guardians, so as to have an impact on improving performance.

**Keywords:** Motivation, Leadership, Communication

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## Introduction

Situation Analysis (Situmeang, 2021) stated that Community Service activities are the implementation of science, technology, and cultural arts practices directly in the midst of society. The purpose of this activity is to spread the principles of the Tri Dharma of Higher Education and to assume a noble responsibility in efforts to develop community capabilities. This aims to accelerate growth and achieve national development goals. Education is basically an effort to change humans for the better. The essence of these changes is the change in values and the formation of values as the core of national education goals. However, the achievement of these goals cannot be realized by itself. It takes a systematic and well-planned approach to

education.

In Community Service (PKM) activities at the Muhammadiyah Elementary School Foundation 1 GKB Gresik, counseling and motivation were provided regarding the importance of Principal leadership and communication in educational institutions. The purpose of this service is to create integration between teachers, students and the Principal, as well as provide strong motivation in communication between superiors and subordinates to support learning achievement. The benefits of this community service activity are to develop optimal communication in establishing harmonious collaboration, so that motivational counseling becomes more focused for the benefit

of management in the Muhammadiyah 1 GKB Gresik Elementary School Foundation,

(Nyoto, 2021) stated that lecturers' work motivation is a factor that encourages them both from within and from outside to carry out their duties. This work motivation has a significant influence on lecturer performance. Therefore, good leadership and a high level of work motivation are highly expected in achieving educational and organizational goals in schools. As an organization, the school is a place for interactions between individuals and their surroundings, both physical and social, which influence one another.

Each institution has goals and aspirations to be achieved. To achieve these goals, institutions need someone who has skills in managing and building these institutions. In the future, an institution will definitely have procedures for activities, resources, and time that can have a positive impact on the development and growth of the institution. The role of the leader is very important in an institution, because without a leader, it is difficult for the institution to be built and controlled properly. The presence of a leader allows the institution to be responsible for the actions and decisions taken. Without leaders, institutions run the risk of experiencing major problems, where some people will take actions without clear directions. (Yunus et al., 2021); (Fransiska et al., 2020); (Muhassanah, 2020).

The problems that exist in educational institutions at Muhammadiyah 1 Elementary School include (1) there is demotivation of teachers for their performance which lacks attention, (2) communication that is not harmonious between teachers and parents of students, (3) the leadership style of the Principal who have not been able to touch on improving teacher performance, therefore it is important to have Community Service Activities (PKM) which can help provide solutions in improving teacher performance and better organizational governance.

The PKM that will be given is in the form of assistance in Counseling and Providing Motivation, how Important is Leadership and Communication in

Organizational Governance. Assistance and counseling are provided by providing motivation in implementing leadership styles and how to communicate well with internal and external stakeholders so that teacher performance and governance can improve at SD Muhammadiyah 1 GKB Gresik.

### **Partner Problems**

Openness to the flow of information concerning the development of science and technology in this globalization era has an impact on the environment and society. Various developments and advances in the field of communication technology, information and other cultural elements will be easily recognized by the public. Along with the development of the spirit of decentralization, a policy of School-Based Management (SBM) emerged. This policy aims to make schools independent and encourage schools to make participatory decision-making in order to achieve the expected quality.

In an effort to improve the quality of educational resources, teachers are a component of human resources that must be nurtured and developed continuously. And not all teachers who are educated in educational institutions are properly trained and qualified. The potential of teacher resources needs to continue to grow and develop so that they can carry out their functions potentially. In addition, the influence of fast-paced change encourages teachers to continuously learn to adapt to scientific and technological developments and community mobility (Mbuik et al., 2021).

(De Keizer et al., 2018) stated that the Principal as the highest controller in the school is the most decisive element in the success of the school and is among the first to take responsibility when education fails. As a central point in the school, the principal is required to be more capable than other elements in influencing and mobilizing resources to achieve school goals.

The community trusts, recognizes and leaves it up to teachers to educate young shoots and help them develop their potential professionally. This trust, confidence, and acceptance is the substance of public recognition of the teaching profession

The problems that exist in the GKB Gresik Muhammadiyah 1 Elementary School Foundation, among others

1. There is demotivation of teachers for their performance which lacks attention.
2. Less harmonious communication between teachers and parents of students,
3. The principal's leadership style has not been able to touch teacher performance improvement,

And seeing the importance of having Community Service Activities (PKM) it is hoped that it can help provide solutions in improving teacher performance and better organizational governance.

## Method

Counseling and giving motivation

(Abdullah, 2018) said that to increase motivation in teaching, teachers need to get attention from the school by providing satisfaction in terms of material and paying attention to their welfare. This action will make the teacher more motivated in the teaching process. National development in the field of education is an effort to develop people's intellectual potential and improve the quality of human life. In this process, it is important for individuals to have creativity and independent abilities.

Teachers' work motivation has a significant effect on their level of performance. By having high motivation, teacher performance can reach optimal levels. From this opinion, it can be concluded that the Principal's supervision and work motivation have a complex relationship. This can affect psychological and emotional aspects, which then affect the actions taken. Work motivation and coaching through supervision have an important role in improving teacher performance in order to achieve maximum learning outcomes and achieve the desired goals. (Aprida et al., 2020)

## Leadership Materials

(Setiyadi et al., 2021); (Iskandar, 2017) said that the main leader in a school has a very important role in determining the development of the school. Therefore, the Principal needs to have good administrative skills, high commitment, and flexibility in carrying out his duties. And (Julaiha, 2019) said an effective school principal must be able to encourage increased teacher performance through skills development programs for education staff. Therefore, the Principal needs to have the personality, traits, abilities, and skills needed to lead an educational institution. As a leader, the Principal must pay attention to the needs and feelings of education staff, so that teacher performance can be maintained.

## Communication Materials

(Herman, 2020); (Puspitaningtyas, 2016) conveying Communication is a process in which a person conveys a message or idea to another person, either through spoken language or through certain media. In communication, it is important that there is a common meaning between the two parties so that they mutually understand what is being communicated.

Counseling Motivating teachers and principals will create and build harmony in shared relationships to increase teacher confidence and performance, so that the Muhammadiyah 1 Gresik educational institution foundation needs to pay attention to and respect its teachers.

The expected output is an increase in teacher performance through the leadership of the Principal with attention and motivation applied to learning at the Muhammadiyah 1 GKB Gresik Elementary School Foundation

## Implementation of Counseling and Providing Motivation

In this community service the speakers and the service team collaborate in providing counseling and giving

motivation which is divided into 3 activities namely

- a. Counseling and giving motivation
- b. Providing material on leadership and communication styles
- c. Discussion and Q&A

The presenters and the companion team for this community service activity provide direct training to the Principal and teachers on the steps that must be followed so that they can generate motivation that encourages improving teacher performance and changing the leadership style of a good Principal, especially providing material on the importance of leadership and communication between principals, teachers and guardians of students



**Figure 1.** Explanation of Counseling Materials and Providing Motivation

### **Counseling Methods and Providing Motivation**

The method used in mentoring activities is the lecture method, and question and answer discussions from the results of understanding counseling and providing motivation,

The stages in its implementation are as follows.

1. Preparation phase
  - a. At this stage the community service

team conducted a review of the location of the implementation, to see the initial conditions of the GKB Gresik Muhammadiyah 1 Elementary School Foundation which will be given counseling

- b. Coordination between the presenters and the community service team / PKM with the Muhammadiyah 1 GKB Gresik Elementary School Foundation, through the Principal by discussing the preparation of an activity plan. The community service team / PKM visited the GKB Gresik Muhammadiyah 1 Elementary School Foundation, and were received directly by the Principal, Gresik Muhammadiyah 1 Elementary School
- c. Coordination between the presenters and the community service team with the Muhammadiyah 1 GKB Gresik Elementary School Foundation, to prepare a schedule of activities as well as the schedule of events including the time of implementation

### **2. Problem Identification Stage**

- a. Identification of operational problems at the Muhammadiyah 1 GKB Gresik Elementary School Foundation, to support its activities.
- b. Implementation Stage

The implementation of the program is carried out by counseling and providing motivation in stages and collaboration is carried out by the community service team / PKM towards the management of the Muhammadiyah 1 Gresik Elementary School Education Foundation, in planning, implementing, and reflecting on the results of counseling and providing motivation

- c. Reflection Stage,

The implementation is carried out by evaluating the results of giving motivation to teachers and principals by looking at the implementation or implementation of the style leadership and communication system integration with teachers and guardians of students.

**Realization of Problem Solving**

Based on the problem solving framework, the objectives of this community service are as follows.

1. Community Service Activities (PKM) which can help provide solutions to get income for problems that occur from stakeholders of the SD Muhammadiyah 1 GKB Gresik educational institution, through teachers and student guardians
2. Providing understanding and motivation on the importance of enthusiasm in improving teacher performance from being demotivated to being more motivated and this could be of concern to the GKB Gresik Muhammadiyah 1 Elementary School Foundation, through the Principal
3. Communication it will be better and harmonious if there is mutual understanding and mutual respect between the Principal, teachers and guardians of students in educational institutions, especially at SD Muhammadiyah 1 GKB Gresik
4. Community Service Activities (PKM) provide motivation for change Principal's leadership style that is more humane towards teachers and student guardians, and will touch in a motivated spirit in improving teacher performance and the trust of student parents
5. Community Service Activities (PKM) will take a more in-depth look at the human resource capabilities possessed by the Muhammadiyah 1 Gresik elementary school education institution, especially teachers, by the teachers and the Principal of the Muhammadiyah 1 GKB Gresik Elementary School Foundation, is quite good and easy to understand
6. The results of PKM counseling and giving motivation can be used as motivation and appreciation for teachers at the Muhammadiyah 1 GKB Gresik Elementary School Foundation

**Target**

**Table 1. Benefit Program**

No	Strengthening and Training	Outcomes/benefits
1	Counseling and giving motivation	Providing teachers and principals with an understanding of the importance of motivation in improving performance  Provides an understanding of the importance of leadership and communication styles in solving problem governance in educational institutions
2	Providing material on leadership and communication styles	Understand and understand the importance of leadership and communication styles in improving performance and trust to system manage institution education at SD Muhammadiyah 1 Gresik
3	Discussion and Q&A	Generate deep solution problem that occurs after getting an understanding of the material provided





**Discussion**

Training and counseling and motivational mentoring activities at the Muhammadiyah 1 GKB Gresik Elementary School Foundation, which were held on January 6 2023. This activity was carried out at the GKB Gresik Muhammadiyah 1 Elementary School Foundation, which was attended by teachers and school principals.

The results of PKM counseling and giving motivation at the Muhammadiyah 1 GKB Gresik Elementary

**School Foundation**

**Table 2. Activity Program**

No	Activity	output	Documentation
1	Counseling and giving motivation	Providing teachers and principals with an understanding of the importance of motivation in improving performance  Provides an understanding of the importance of leadership and communication styles in solving problem governance in educational institutions	 
2	Providing material on leadership and communication styles	Understand and understand the importance of leadership and communication styles in improving performance and trust to system manage institution education at SD Muhammadiyah 1 GKB Gresik	
3	Discussion and Q&A	Generate deep solutions problem that occurs after getting an understanding of the material provided	

## Conclusion

1. Community Service Activities (PKM) can provide encouragement to change the performance that previously had demotivated teachers who were less than optimal into maximum performance in school governance
2. Community Service Activities (PKM) can improve and change communication that is not harmonious between teachers and parents of students into humane communication and create mutual trust and respect
3. Community Service Activities (PKM) can provide changes and evaluations. The principal's leadership style, which previously had not touched on improving teacher performance, made teachers believe in the potential of their human resources

## Suggestion

Community Service Activities (PKM) Counseling and motivational programs using the lecture method understanding the material on the importance of leadership and communication styles need consistency in activities at SD Muhammadiyah 1 GKB Gresik, so that there is an increase in the competence of teachers and school principals.

Community Service Activities (PKM) need to be carried out on an ongoing basis by providing other materials that can help improve the performance and evaluation of teachers and school principals so that in the future there will be increased trust in teachers, principals by the parents of SD Muhammadiyah 1 GKB Gresik students, so that harmony will increase. well established to improve the governance performance of the GKB Gresik Muhammadiyah 1 Elementary School Foundation

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