



Issue Leadership Related Technology: Social Media and Global Influence in Decision Making and Impact Technology and Social Media in Challenges and Opportunities for Modern Leadership

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ABSTRACT

Study This discuss change in modern leadership influenced by developments technology, social media, and globalization, as well as the impact to taking decision strategic. Using approach qualitative with method studies literature, research This explore challenges and opportunities faced leader in the digital age. Findings show that technology and social media play a role important in the process of taking decisions, but also raises challenge new such as information overload and threats security cyber. On the side others, globalization open opportunity collaboration cross enriching culture perspective leadership. For overcome challenge this, leader need develop digital skills and strategies adaptation that includes social media management, literacy security cyber, and communication cross culture. Research results This confirm importance strategy responsive and adaptive leadership to change technology and dynamics social for sustainability organizations in the global era.



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INTRODUCTION

In the digital era which is marked with progress technology information and communication, leadership experience transformation significant. Technology and social media have become integral components in taking decision, offer challenges and opportunities for modern leader. Globalization the more expand impact technology, demanding leader for adapt with complex global dynamics. Digital leadership requires leader for integrate technology in strategy organization. According to (Pratama, 2024) , integration This important For face change fast in environment business . Leader need push innovation, motivating team, and build collaboration through digital platforms to reach efficiency and power compete.

The digital era also creates challenge new for leader in matter complexity and uncertainty consequence a very big change fast. Leadership adaptive become crucial for the organization can adapt to digital transformation. Digital transformation forces organization for follow development fast technology to be able to endure in competition. Implementation digital transformation can increase efficiency performance , revenue , and change culture organization become more Good . (Priyono, 2023)

Social media has revolutionized method information disseminated and processed in context taking decision. According to research, social media play role important in formation opinion public and can influence decision politics. However , the phenomenon such as echo chamber and polarization politics caused by social media can cause conflict social. (Rahmawati et al., 2024) Besides that, social media also becomes tool strategic in management organization. Leader sued for own skills in manage team distance far and utilize digital platforms to effective communication. This is demanding leader for own different skills from the traditional model.

Globalization expand impact technology and social media, demands leader for understand dynamics international. According to (Setyawan et al., 2024) , transformation leadership become element crucial in face challenge complexities and opportunities that emerge in the era of globalization. Leaders' national must can develop ability adaptation, innovation and responsiveness to the evolving dynamics rapidly at the global level. Digital era and globalization present challenge like personal data security, changes culture organization, and uncertainty consequence digitalization. However, on the other hand others, digitalization offer opportunity for innovation, decision making decision data- based, and development skills. Leader need understand and manage relatedness between management leadership and digitalization for bring organization going to success in the environment growing business complex . (Setyawan et al., 2024) Besides that , generation millennials growing up in the era digital technology brings different values and expectations in environment work . They look for more leadership inclusive, collaborative, and values - oriented. Leaders traditional need adapt with change This For utilise potential generation millennials in organization.

RESEARCH METHODS

The research approach that can be used is a qualitative approach which will allow researchers to gain an in-depth understanding of individual experiences and perceptions related to implementation. values morals and ethics in Muslim leadership. This approach is suitable for exploring the context, processes, and meanings behind the phenomena studied. The method This can provide room for complexity and context that is not always can measured in numbers , allows researcher For explore more dimensions wide from reality social (Arif Rachman et al., 2024)

Approach qualitative also allows researcher for understand context specific where the values are Islamic applied. In matter these, factors like culture organization, dynamics social, pressure politics, and challenges modernization become aspect important to explore. More far, approach qualitative used for understand How values This translated in practice real, including in taking decision, management conflict, and implementation not quite enough answer social. For example , how principle justice applied in context organization that has diversity culture and religion, or How a Muslim leaders guard trust in the middle pressure For reach fast and efficient results . Through approach this , researcher No only identify pattern implementation values morals and ethics , but also understanding obstacles and dilemmas faced Muslim leaders in operate principles Therefore . that , approach qualitative considered give flexibility and depth necessary analysis For answer question study this.

RESULTS AND DISCUSSION

Leadership is abilities and traits personality, in authority for made into as means for convince those he leads to be able to carry out assigned tasks to him with willing and full spirit, there is excitement inner as well as feel No forced. Leadership is ability disclose vision , realize value and form environment that can formed . (Berlian & Tasrim, 2023) Literature leadership is development thinking expert theory leadership transformational. While theory beginning tend to focus on characteristics and behavior from successful leader , then start consider role followers and traits contextual leadership (Mukhtar et al., 2022) . Leadership is believed to be one of the important factors that influences performance subordinates. One of factor important that influences success of the leadership process is behavior the leader concerned or style leader (Hasrawi et al., 2019)

Progress technology has brought change significant in practice modern leadership, good from aspect efficiency and also method leader interacts with team and take decision. Technology No only play a role as tool Supporter but also become catalyst main in to form paradigm new leadership in the digital age. Leader moment This face challenges and opportunities big in adopt digital transformation. Technology such as big data, intelligence artificial intelligence (AI), and analytics predictive has allow leader for make decision based on more data accurate and relevant. In study by (Chatterjee et al., 2023) , found that organizations that utilize big data in taking decision own level success strategy by 70% more tall compared to organization that does not use it . However, digital transformation also gives rise to risks, such as threat to data security and privacy. Study by (Li & Zhang, 2024) disclose that 58% of organizations that implement digital transformation is underway incident data breach in two year First

implementation technology them . Therefore that, leader must integrate policy security cyber to in strategy digitalization they.

Technology has increase productivity in organization through process automation and use tool digital collaboration. According to report (Reilly, 2023) , use technology such as cloud computing and collaboration platforms can increase efficiency Work team up to 35%. Encouraging leader adoption technology this is in the environment Work tend see improvement involvement employees and results more work Good. However, adaptation technology also requires skills new from leader. Lack of leaders understand technology can face obstacle in apply effective strategy, in studies about challenge digital leadership. Social media play role important in modern leadership, enabling leader for connected with audience in a way direct, build reputation them, and monitor sentiment public.

Social media provide a platform for leader for building an authentic personal brand. According to study by (Kaplan, 2023) , leaders who are active on social media tend own more relationship Good with employees and stakeholders interest external . This is creating greater transparency and accountability tall. However, openness this also has risk. 42% of leaders are active on social media face challenge in guard balance between share relevant information and avoid violation privacy or misinformation.

With global reach, social media allow leader for promote initiative cross- country and build collaboration international. However, this global influence also creates pressure for maintain online reputation. Leader must in a way active monitor and manage image they are on social media for avoid impact negative to organization. Globalization create challenge new for modern leaders, including increasing complexity in manage team cross culture and facing dynamics geopolitics. However, globalization also opens up opportunity big for innovation and collaboration.

Implementation of Digital Technology in Modern Leadership in the digital era, leadership is undergoing a significant transformation, where information technology, especially social media, plays a crucial role in shaping leadership mindsets and approaches. Technology enables rapid access to data and information, giving leaders the ability to make more informed and responsive decisions. However, with this rapid access, new challenges arise such as information overload. Research shows that executives in Indonesia must manage more than 100 GB of data every day to make strategic decisions (Rahman, A., & Putri, 2023) . This condition requires leaders to have the ability to sort and process information so as not to get caught up in errors due to excessive data.

With the increasing expectation of speed of decision-making in the digital world, this challenge is also driven by the development of analytical technologies such as artificial intelligence and big data that enable real-time sentiment analysis. On average, leaders in Indonesia have adopted social media sentiment analysis as a reference in their strategic planning (Pratama, IPA, & Nurhasanah, 2023) , showing how social media has become a primary source in formulating policies and decisions. Thus, technology not only provides opportunities for faster utilization of information but also puts pressure on leaders to always be ready to provide accurate and timely responses.

Social media is not only a communication tool, but also a medium that has a major influence on the decision-making process. On average, leaders admit that their decisions are influenced by opinions spread on social media (Susanto, D., Pratama, B., & Widodo, 2024) . This impact is not limited to public perception, but also to the effectiveness of interactions between leaders and stakeholders. Through social media, leaders can build closeness with stakeholders, respond to public needs more quickly, and capture trends and issues that develop in society. Therefore, social media helps leaders adapt to rapidly changing public opinion, providing new perspectives on a more participatory and inclusive leadership approach. Social media also carries risks, including reputational crises that can arise from the spread of inaccurate information or hoaxes. In this case, leaders must have the skills to manage communication crises that may arise, especially in handling rapid public responses and avoiding escalation of issues that have the potential to threaten the organization's reputation.

Technology offers many benefits, the process of adaptation in leadership is still faced with various challenges. A survey of organizations in Indonesia shows that the average leader has difficulty adopting new technologies, largely due to a lack of understanding in digital change management (Rahman, A., & Putri, 2023) . This challenge is exacerbated by the very rapid pace of technological development, where leaders must continue to update digital skills. This gap in digital literacy makes many leaders feel burdened, so there is a tendency to maintain traditional methods even though they are not always effective in the digital era.

Cybersecurity is also a major challenge. There were more than 2,300 significant cyber incidents in Indonesia in 2023, with financial losses reaching IDR 9.8 trillion (BSSN, 2023) . This shows how important it is for leaders to understand cyber risks and develop security policies that can protect the organization's data and digital assets. Unfortunately, many leaders still do not have a deep understanding of cybersecurity, even though they realize the urgency to improve their organization's digital protection.

Despite the challenges, technological developments also open up significant opportunities for modern leadership. One of these is the ability to adopt big data and analytics to support strategic decision-making. By leveraging big data, leaders can gain a deeper understanding of market needs and trends, enabling them to respond quickly to changes in the external environment. According to projections by the National Digital Study Center, the average strategic decision will be based on digital data and artificial intelligence by 2025 (LSPDI, 2023) , emphasizing the importance of technological adaptation for future leadership.

Globalization also offers opportunities for cross-cultural collaboration. Studies show that 71% of organizational leaders in Indonesia now have to collaborate with international stakeholders regularly through digital platforms (Wijaya, H., Gunawan, F., & Putra, 2023) . This condition requires leaders to master cross-cultural communication skills and understand the differences in values and expectations that exist in each culture. With increasing global collaboration, leaders can also broaden their horizons and find more innovative solutions by exploring experiences from various countries.

Facing the challenges of the digital era, leaders are required to develop effective adaptation strategies. Research shows that the main strategy that can be done is to increase digital collaboration and develop technology-based leadership talent. Leadership training programs in Indonesia have now integrated digital leadership components (LSPDI, 2023) . This training not only teaches leaders to understand technology but also to be able to utilize this technology in carrying out leadership functions, such as data-based decision making, digital crisis management, and developing relationships through social media.

For give a better picture structured, following is table that summarizes implementation from bullet points discussion related issue leadership technology. Table This designed for help understand steps practical that can take leader in face challenge at a time utilise opportunities in the digital era:

Table 1. IMPLEMENTATION OF DISCUSSION POINTS RELATED TO TECHNOLOGY LEADERSHIP ISSUES.

Category	Points Discussion	Implementation
Digital Transformation	Utilizing big data and AI for taking decision	<ul style="list-style-type: none"> - Apply technology analytic for analyze business data. - Compile digital leadership training for leader. - Prioritize investment technology in accordance need strategic.
	Security cyber as challenge main in digitalization	<ul style="list-style-type: none"> - Build policy security comprehensive cyber. - Provide training about literacy security for employees and leaders. - Adopt technology data encryption.
Social media	Social media as tool communication and branding of leaders	<ul style="list-style-type: none"> - Make personal branding strategies on social media platforms. - Using social media for transparency policy organization. - Monitoring sentiment public through social media analytics.
	Risk reputation consequence crisis communication on social media	<ul style="list-style-type: none"> - Forming team management crisis communication. - Compile guide social media response for leader. - Manage hoax or incorrect information proactive.
Globalization and Collaboration	Increase ability cross culture in leadership	<ul style="list-style-type: none"> - Stage training intelligence culture (cultural intelligence). - Make team cross country for collaboration innovative. - Adapt policy with regulation local and international.
	Digital collaboration with stakeholders' global interests	<ul style="list-style-type: none"> - Use tool collaboration such as Zoom or Microsoft Teams for cross- country meetings.

Category	Points Discussion	Implementation
		- Integrate solution technology for project international.
Digital Generation	Expectation generation millennials and Gen Z towards flexibility and inclusivity	- Implementing policy Work distance remote work. - Providing an easy digital collaboration platform accessed. - Support mark sustainability in policy organization.
	Utilization technology for welfare employee	- Use application mental and physical health. - Give access training VR based. - Increase involvement employee through digital data survey and analysis.

Table This give description implementation practical based on bullet points relevant main with leadership technology in the digital age. Please give know If you want expand or revise table this!

CONCLUSION

From the results of this study, it can be concluded that technology and social media have brought profound changes in modern leadership. On the one hand, technology provides great opportunities for leaders to improve the efficiency and quality of decision making. However, the challenges of managing information overload, cybersecurity risks, and crisis communication through social media require special skills from leaders.

Another challenge in modern leadership is how to balance traditional leadership values with the needs of increasingly rapid technological adaptation. Leaders are expected to develop cross-cultural communication skills and high digital literacy in order to be able to compete in the global era. Adaptation strategies that focus on developing technology-based leadership talent are essential to facing challenges and taking advantage of opportunities in this digital era.

In the future, a deep understanding of technology and a responsive leadership approach to social change and technological developments are needed to ensure the sustainability of the organization amidst global dynamics.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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