

Leader Credibility in Corruption Eradication

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Abstract. Leader credibility is the perception of the source of the ability and readiness to influence others to achieve the desired goals. The process of influencing to achieve goals is a leader who is able to form a clear and rational vision oriented towards the future. The presence of a leader like this is very expected, because he is a figure who accelerates efforts to prevent and eradicate corruption practices. Leader credibility is needed, because the basic philosophy is claimed to be someone who will give better enlightenment in life. The leader will optimize his role in developing a national strategy in combating corruption. In the short and long term eradication is to create a government that is clean from corruption practices. The inherent credibility of the leader will always have a high commitment in carrying out his leadership in anti-corruption, transparency, and responsibility, working in accordance with his duties, functions, and authority.

Keywords: Credibility, Leaders, and Corruption Eradication

1. Introduction

Leaders in their duties will perform their roles and functions to provide motivation, guidance, orders, and instructions to influence to achieve goals. Leaders should focus on their roles and functions to encourage the realization of people's aspirations, goals and aspirations. In this context, a paradigm emerges with credible leaders, namely leaders who are dynamic, urgent, honest, dignified, and attractive at the local, regional, national and international levels [1].

The success of leaders is a valuable lesson in building a nation full of challenges, obstacles, disturbances, and threats to achieve goals. For this reason, it is absolutely necessary for leaders who have credibility as the main key to the success of an organization, group, or country in achieving their goals. Rogers explains the nature of credibility is the level of the source of communication or channel assessed by the listener as someone who has the ability or expertise and trust [2]. Tan also explains that source credibility has two components, namely the expertise component and the trust component [3]. Expertise is the level of resources perceived by the public to know the right and right answers to the subject matter. Trust is the level of a source perceived as someone who gives motivation and does not take advantage if the audience receives a message recommendation. Then Rakhmat explained that communicators who are highly rated on expertise are considered as smart, capable, and experienced [4]. While trust is the impression of the community towards the communicator that is related to his character which is honest, sincere, sincere, and fair.

With the nature of its credibility, national leaders have been able to deliver these nations and countries to agreed national goals as stated in the Preamble of the 1945 Constitution, namely: protecting the entire Indonesian nation and all Indonesia's bloodshed, advancing public welfare, educating the nation's life and carrying out order world. When a leader has

such characteristics, he is easier to carry out his duties. Accessibility of leaders depends on the role of the leader in the leadership process. Leadership activities that have achieved brilliant results are leadership carried out by previous leaders who have certain credibility traits. Its relationship with the eradication of corruption, the credibility of the leader will optimize his role in promoting wisdom in acting which is based on knowledge and patterns of interaction. This wisdom has the power or ability to eradicate corruption properly. For this reason, a leader who has credibility is still holding the concept of values of justice in his life. In the end it can solve the problems of the nation including eradicating corruption and the people who are led to feel just and prosperous to the fullest.

In the process of time, the set of behaviors and understandings crystallize and become a set of moral values or teachings, which in general will increase the credibility of a leader. The noble duty of a leader is primarily to create a harmonious life between humans, nature and God, where one of the main pillars of harmonious life is justice and freedom from corruption practices.

2. Research Methods

This writing is based on the type of library research that is research by reading and studying books by quoting various theories and opinions that have to do with the problems studied. It also contains studies of various information and data relating to the credibility of leaders in combating corruption.

To obtain data in this paper, we examine various literatures which are used as primary data sources and secondary data sources. The primary data sources are examined through books that relate to the credibility of leaders in eradicating corruption, namely: *Moral dan Etika Kepemimpinan* (Leadership Moral and Ethic) by Adi Sujatno, *Keteladanan Pemimpin Dalam Pemberantasan Korupsi* (Exemplary Leader in Eradicating Corruption) by Ali Machzumi, *Traktat Etis Kepemimpinan Nasional* (Ethical Treaty of National Leadership) by Muladi and Adi Sujatno, *Rencana Aksi Pencegahan Korupsi Pada Kementrian Agama* (Action Plan for Preventing Corruption at the Ministry of Religion) by Moch. Jasin, *Difusion of Innovations* by Rogers, *Mass Communication Theories and Research* by Alexis., and *Metode Penelitian Komunikasi* (Communication Research Method) by Jalaluddin Rakhmat. The secondary data sources are data based on other literature related to the credibility of leaders, namely: *Kepemimpinan Visioner* (Visionary Leadership) by Pokja Kepemimpinan Lemhannas RI, *Postur Kepemimpinan dan Kenegarawanan* (Posture of Leadership and Statesmanship) by Pokja Kepemimpinan Lemhannas RI, and *Bahan Kuliah Tentang Penanggulangan Korupsi* (Lecturing Materials on Combating Corruption) by Agus Pahrudin.

In analyzing data from library sources through a historical approach, it is studied past events that relate to the credibility of leaders in eradicating corruption. First, discourse analysis is done, namely a method in this study looks at the development of discourse which includes sayings and all kinds of texts that have a relationship with this research.

3. Research Results and Discussion

In eradicating corruption, the existence of a leader who has credibility is a very important thing, because with his ability to maximize in overcoming, preventing, and eradicating corrupt practices. The nature of the credibility of a leader is always interesting to be studied from various sides, such as: roles, tasks, functions, and others. In the life of a leader, it will always be traced from one generation to another, in order to find a more actual and precise

formulation so that it can be applied to every era. The existence of a leader is not something that is naturally lowered even though his parents as leaders are not necessarily his children will become leaders. In the kingdom there is a system of descent in the change of leader to his offspring, namely his child, but that child does not necessarily have the ability as a leader like his parents.

The existing conditions for someone's personal role are to maintain various interests and human needs. For this reason humans interact to gain experience and certain ways to overcome problems. In social agreements in various forms which in turn emerge as a leader. In other words, the emergence of a leader is not necessarily, but through a process, which ultimately raises leadership theories including the credibility of a leader. The nature of credibility possessed by the leader is the results of other people's assessment of the source that conveyed the message. Then the nature of credibility is not inherent in the leader, but that credibility lies in the assumption of someone regarding the speaker's ability or expertise.

A credible leader is called a leader who is strong at thinking about people's aspirations, able to cooperate, high self-control, steady personality, desire to succeed, and dominate and master the problems faced. The existence of a leader is not just a personal attribute of the ruler, but the leader is a role that is determined by the expectations of groups, institutions, and many people in general. Muladi explained that in addition, the leader in carrying out his duties and functions must be based on morality and ethics, namely the teachings / views that are properly reflected in his attitude of life based on the teachings of religion, customs, and local traditions [5].

Over time, credible leaders will optimize their role, namely promoting wisdom based on knowledge. This wisdom has the power to solve problems properly and correctly. The series of behaviors crystallizes and becomes a set of moral values or teachings, which in general will increase the credibility of a leader. In carrying out the duties of such leaders, they hold the values of justice and the people they lead get a sense of justice, security, peace and maximum welfare [6].

From the character of the leader above it is shown that leaders who have credibility are servants and not rulers who are always served, but they are required to be servants. Its policies support state administrators to realize governance that is clean, authoritative, and free from corruption practices. Therefore according to Ali there must be an emphasis on strategic prevention efforts and stern action against corrupt practices. Through the above methods it is hoped that it will become a guideline to eradicate corruption practices to the fullest [7].

A credible leader views corruption as the joints that damage the nation and afflict the masses, he will be able to change the attitude of the anti-corruption community. Its existence can be regarded as a figure that can accelerate efforts to prevent and eradicate corrupt practices. This is in line with Jasin's statement that the government's commitment to develop a national strategy for the prevention and eradication of long-term and insidious corruption is to create a clean and free government from corruption practices. As a statesman leader he will have a high commitment: holding his leadership anti-corruption, transparency in the use of the budget, increasing awareness of responsibility, fostering anti-corruption behavior, living simplicity, and directing-pushing in working in accordance with their respective duties, functions and authority [8].

In the field of bureaucracy, the credibility of a leader strives optimally to find and develop modern techniques or conduct studies to address the problem of eradicating corruption. Mahmud explained that the existence of a leader as Imam rejected tyranny, called for policy, upheld justice / truth, and prohibited *munkar* [9]. This is done because, nowadays, the administration of government is the main social service associated with service to the

community. The leader must be the spearhead in eradicating corruption, and do not protect his subordinates from committing corruption. The leader should have noble values such as honest, fair, transparent and trustworthy [10]. As a leader, it is also the most important aspect in maintaining the quality and integrity of the nation. Leaders who have credibility will direct all moral and political forces in carrying out their duties that are clean and dignified and demanded as well as possible to give an example to the community.

When the philosophy above is applied by a leader, it can shape the character of a leader who prioritizes exemplary factors. Through this factor will be able to realize an authoritative leader to be a role model for others in order to eradicate and prevent corruption [11]. In the context of eradicating corruption the example of the leader is very encouraging to those he leads. Providing motivation to be able to control themselves to behave and avoid corruption. This condition will give birth to honest, trustworthy and authoritative actions. Leaders can run their leadership in Indonesia to maintain the integrity of the nation. This is in line with the expression of the *Lemhannas* team that this kind of character can fully maintain the State of Indonesia with its four national pillars, namely Pancasila, UUD 45, NKRI, and *Bhinneka Tunggal Ika*. Also in making policies will lead to lines that can prosper the life of the nation and state [1].

4. Conclusion

A leader must understand the situation and conditions he leads, namely when he must put himself in front to provide role models and when he must be in the middle to arouse and encourage, and when he must be behind to give initiative to his subordinates to prevent corrupt practices. In this philosophy, we can see the elements of cohesiveness, wholeness, and interdependency between leaders and those who are led, and communication and interaction that never ceases.

In addition, it also shows the existence of a leader in implementing the principles of openness, democracy, transparency, accountability, upholding humanity, effectiveness, and efficiency in carrying out their duties. To realize it all, a leader who has clean, authoritative, professional, responsible, and can provide excellent service to community members is needed. This kind of leader gives an indication to someone who has high self-mastery ability and has a high need for power and it will be more successful as a leader than someone who does not have that character.

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