



Leadership Strategy of District Head Towards Employee Work Effectiveness at the District Head's Office of Ulee Kareng District

Nurliana Nurliana¹, Mutiara Anggela², Cut Putri Ellyana³

¹ Public Administration Study Program, Iskandar Muda University, Banda Aceh, Indonesia, email.

nurliana.lia85@gmail.com

² Public Administration Study Program, Iskandar Muda University, Banda Aceh, Indonesia

³ Public Administration Study Program, Iskandar Muda University, Banda Aceh, Indonesia, email.

putriellyana97@gmail.com

Corresponding Author: putriellyana97@gmail.com¹

Abstract: Related to the Sub-district Head's Leadership Strategy on Employee Work Effectiveness at the Sub-district Head's Office in Ulee Kareng District, Employee Work Effectiveness is one of the factors that plays an important role in organizational activities that need to be fostered and developed so that organizational goals can be achieved effectively. The Sub-district Head is a sub-district government apparatus who carries out the implementation of duties in the Ulee Kareng District of Banda Aceh City who works for the community and should provide the best service for the community, but what often happens is that employees arrive late to the office at the specified time, even do not attend the morning roll call according to employee discipline standards, some even leave the office before work hours end. This is where the role and function of the sub-district head's leadership is required in managing his employees so that they can carry out their duties and responsibilities so that they can work effectively. To analyze the effectiveness of employee work at the Ulee Kareng Sub-district Head's Office, this study uses a qualitative approach method. Research that produces and processes descriptive data, such as interviews, observations, and documentation. In qualitative research, it is necessary to emphasize the importance of closeness to people in the research situation, so that researchers gain a clear understanding of the reality and conditions of life. The results of this study indicate that the leadership of the sub-district head in improving discipline, firm action is taken so that the results of employee work are in accordance with existing standards, but of course, so that the work results can be perfect, it must be supported by the creation of a good work environment, so that a reciprocal relationship is established between leaders and subordinates to complement each other according to duties and responsibilities.

Keywords: Strategy, Leadership, Effectiveness

INTRODUCTION

Employee work effectiveness is one of the factors that play an important role in organizational activities that need to be fostered and developed so that organizational goals can be achieved effectively. The goals of the organization will be achieved if the organization has reliable, skilled and qualified human resources so that they can provide optimal contributions and can improve good work performance for the organization, society, and the employees themselves. Work effectiveness shows the level of achievement of results. Effectiveness emphasizes the results achieved, while efficiency looks more at how to achieve the results achieved by comparing input and output. An organization can be said to be effective if the organization always tries so that the employees involved in it can achieve work effectiveness. Thus, the expectations desired by employees are good leaders who are able to provide high work motivation to their employees. If an employee already has good work motivation, the work will be completed carefully and on time. In this connection, it should be noted that an employee will not do his job well, the clarity of the goals to be achieved, this is shown so that the sub-district head and employees or workers in carrying out their duties can achieve targeted targets and objectives so that organizational goals can be achieved. Ulee Kareng District Office, Banda Aceh is one of the government agencies. The sub-district head is a sub-district government apparatus that carries out government duties in the Ulee Kareng District, Banda Aceh, which works for the community and should provide the best service to the community. To get good service, employees of the Ulee Kareng Sub-district Office must be able to work as effectively as possible in carrying out their duties. However, what often happens is that employees often come late to the office at the appointed time, they even do not attend the morning assembly according to employee discipline standards, and they even leave the office before work hours end. This is where the role and function of the Sub-district Head's leadership are required in managing their employees to carry out their duties and responsibilities so that they can work effectively and with discipline in order to realize the desired government goals. The effectiveness of employee work is the completion of work on time according to what has been determined, meaning that the implementation of a job is assessed as good or not depending on the final completion of the work, how to carry it out, and the costs incurred for the implementation of employee work. Utami, (2018: 1) The importance of work effectiveness in achieving organizational goals is the key to the success of an organization."Leadership is the ability and skills of a person who occupies a position as a work unit leader to influence the behavior of other people, especially his subordinates, to think and act in such a way that, through positive thinking, they make a real contribution to achieving their goals." Duryat, (2021: 5).

Strategy is a form of a directed plan to obtain maximum results. In this case, the strategy in every organization is an overall plan to achieve goals. So the organization does not only choose the best combination, but also must coordinate various elements to carry out its activities efficiently and effectively. The success and failure of a leader is determined by the style of attitude and action. The style of attitude and action will be seen from the way of doing a job, one of which is by encouraging employees to work effectively so that the desired goals are achieved. Leaders in every organization need and expect a number of employees who are competent and skilled in their fields of work, as someone who helps them in carrying out the tasks that are the workload of each unit. In the sense that a leader wants a number of employees who are effective in doing their jobs. Thus, a good strategy and cooperation are needed between leaders and their employees. The effectiveness of employee work can be determined by comparing the working time that has been set with the time needed by employees, and can also be compared between the results or quality achieved with the quality that has been set. If the implementation of the work

carried out by employees is better than that set, then the employee is classified as an effective employee. It is important to understand that every leader is responsible for directing what is good for their employees so that the organization's goals can be achieved on target.

Leadership will be effective if it is able to fulfill its function. The meaning of function here is the position carried out or the usefulness of something or the work of a part. For that, every leader must be able to analyze the social situation of his group or organization, which can be utilized in realizing the function of leadership with the cooperation and assistance of the people he leads. The function of leadership is directly related to the social situation in the life of their respective organizations, which implies that every leader is inside, not outside, that situation. Leaders must strive to be part of the situation of their group or organization. Based on the reality, leaders who make decisions by providing a group or organizational situation will be felt as a joint decision that is also a joint responsibility in implementing it. Thus, opportunities will be open for leaders to realize leadership functions in line with the social situation they develop. Therefore, the function of leadership is a social phenomenon, because it must be realized in interactions between individuals in the social situation of a group/organization. On the other hand, a leader must be brave and able to take action against his employees who are lazy and do wrong things that harm the organization, by giving reprimands and punishments that are commensurate with their mistakes. To carry out these functions, a leader should organize a list of skills and good behavior for all employees so that all rewards and punishments that have been given to them are recorded.

Many employees find it very difficult to adapt to their leaders, this occurs because the nature, work methods, and attitudes of the leader are not good or are not very liked by the employees, therefore there will be no harmony between employees and leaders. In this case, the Sub-district Head as a leader must be sensitive to the nature, character, skills, and abilities of his employees in dividing tasks and responsibilities. There are several factors that must be met by leaders in leading employees in a village. These factors are that leaders must have a leadership spirit, be responsible, sensitive to subordinates (employees), be thorough, hard-working, disciplined towards work and to employees. Effectiveness is a basic element of organizational activity in achieving predetermined goals or targets. When viewed from the aspect of success in achieving goals, effectiveness is focusing on the level of achievement of organizational goals. Furthermore, when viewed from the aspect of timeliness, effectiveness is the achievement of various predetermined targets on time by using related resources that have been allocated to carry out various activities.

Performance effectiveness is the completion of work on time that has been set. This means that whether the implementation of the task is considered good or not, it really depends on whether the task is completed or not, especially answering questions and how to implement it and how much budget costs are spent to complete the task. It can be concluded that performance effectiveness is the ability of employees to work optimally by bringing benefits to the organization and to achieve the goals that have been set. So, if the leadership of the sub-district head is able to improve the effectiveness of the performance of its employees, the organization will benefit from achieving goals with a short time in working and obtaining short work results. If these positive efforts to improve the effectiveness of employee performance have been made, then it will provide added value to the leadership of the sub-district head itself, in an atmosphere of emptiness, meaning that an employee in carrying out the tasks entrusted to him does not limit his existence in the organization only to completing the task based on skills and clear job descriptions. No organizational work can be completed by one person without any interaction at all with other parties such as colleagues or leaders. Compliance with various provisions that apply in the organization, making adjustments to the traditions and culture of the organization are

several other examples of factors that need attention in encouraging the achievement of employee work effectiveness levels in organizational life.

To achieve the desired work effectiveness, the Ulee Kareng sub-district head must have a strategy that can carry out his role and duties well in carrying out his duties as a leader in Ulee Kareng District. And it is expected that there will be a good communication relationship between the leader and his subordinates so that employees can work as well as possible. The sub-district head and his employees must work together in an effort to achieve these goals. Therefore, on this occasion the author attempted a scientific study in the following research title "The sub-district head's leadership strategy on the effectiveness of employee work at the sub-district head's office, Ulee Kareng District".

LITERATURE REVIEW

Leadership

Leadership is the most important factor in an organization. "According to Basyar, (2017) stated that, Leadership as a management concept can be formulated in various definitions depending on the starting point of thought." Some definitions of leadership according to experts, according to Santosa, (2022) are as follows: (a) Leadership is a process that influences group activities that are organized to achieve common goals; (b) Leadership is an activity in influencing others to work hard with full willingness for group goals; (c) Leadership is an activity of influencing others to participate in achieving common goals; and (d) Leadership is an activity of influencing others to work together to achieve certain desired goals.

In essence, leadership is an effort to achieve goals through people. Based on the above opinion, it can be concluded that leadership is the ability to influence subordinates or groups to work together to achieve organizational or group goals. The definition of leadership put forward by several experts above, it can be concluded that leadership is a way for a leader to influence behavior and empower his subordinates to be willing to work together in carrying out tasks and responsibilities to achieve a company's goals.

Leadership theory discusses how someone becomes a leader, or how a leader emerges. Some leadership theories include the following: (a) Trait Theory, This theory emphasizes more on the general traits possessed by leaders, namely traits that are innate. According to trait theory, only individuals who have certain traits can become leaders. This theory emphasizes the idea that some individuals are born with certain traits that naturally make them leaders. Santosa, (2022), certain traits are effective in certain situations, and there are also certain traits that develop due to the influence of the organizational situation. For example, creativity will develop if a leader is in an organization that is flexible and encourages freedom of expression, compared to a bureaucratic organization. According to the description in Sutikno (2016), explains three important traits that a leader must have, namely self-confidence, honesty, and integrity, and motivation; (b) Behavioral Theory, This theory focuses on the actions of a leader. Not on the mental qualities or traits or character of the subordinates of that person. This theory also states that someone can learn and practice to become a leader through teaching; (c) Situational Theory, This theory states that several situational variables have an influence on the role of leadership, skills, and actors including the implementation of work and the satisfaction of followers. Several situational variables are identified, but not all are drawn by this situation. According to Ramli (2016) an approach to leadership that states that leaders understand their behavior, the characteristics of their subordinates, and the situation before using a particular leadership style. This approach requires leaders to have diagnostic skills in human behavior focused on the characteristics of subordinate maturity as the main key to the situation that determines the effectiveness of a leader's behavior.

According to them, subordinates have different levels of readiness and maturity so that leaders must be able to adjust their leadership style to suit the situation of subordinate readiness and maturity. Sutikno (2016), "Successful leadership depends on the application of leadership style to certain situations. So a leadership style will be effective if the leadership style is used in the right situation." (d) Path-Goal Theory, According to this theory, the strategic value and effectiveness of a leader is based on his ability to create satisfaction and motivation for his members by implementing rewards. The leader's task according to this theory is how subordinates can get rewards for their performance, and how a leader explains and facilitates the path to these rewards. Leaders try to clarify the path to the desired goals of the organization so that subordinates know where to put their energy to achieve organizational goals. In addition, leaders also provide clear rewards for subordinates' achievements that have met organizational goals so that subordinates are motivated. (e) Excess Theory, This theory assumes that someone will become a leader if he has advantages over his followers.

In an effort to move and motivate others to take actions that are directed at achieving goals, a leader has several types (forms) of leadership. Leadership types are often called leadership behavior or leadership styles. The following are the types of leadership that are widely known and recognized: (a) Autocratic Type, This type of leadership assumes that leadership is not his personal right (the leader), so he does not need to consult with others and no one else should interfere. A leader who is classified as autocratic has a series of characteristics that are usually viewed as negative characteristics. According to Hadari Nawawi in Sutikno (2016), "Authoritarian leaders like to use expressions in everyday life by saying: "my office" or "my employees" and so on as if the organization or members are his property." Expressions that state ownership are a manifestation of an attitude of power; (b) Free Control Type, This type of leadership is the opposite of the autocratic leadership type. In this type, the leader usually shows passive behavior and often avoids responsibility. A free rein leader tends to choose a passive role and let the organization run at its own pace. The nature of leadership in the free rein type seems invisible. The leadership is carried out by giving full freedom to the people being led in making decisions and carrying out activities according to their respective wills and interests, both individually and in small groups. Here a leader has the belief that by giving the widest possible freedom to subordinates, all their efforts will quickly succeed; (c) Democratic Type, What is meant by the democratic type is a democratic type of leader, and not because the leader was democratically elected. A type of leadership where the leader is always willing to accept and appreciate suggestions, opinions, and advice from staff and subordinates, through a forum of deliberation to reach an agreement. To achieve organizational effectiveness, the application of several types of leadership above needs to be adjusted to the demands of the situation. This is what is meant by situational leadership. To be able to develop this type of situational leadership, a person needs to have three special abilities, namely, 1) Analytical ability, the ability to assess the level of motivation experience of subordinates in carrying out tasks; 2) Ability to be flexible, the ability to apply the most appropriate leadership style based on analysis of the situation; 3) Communication skills, the ability to explain to subordinates about changes in leadership style that are applied.

Human Resources (HR)

Human resource management is a series of organizational activities that are directed at attracting, developing, and retaining an effective workforce. Managers have a major role in directing people in the organization to achieve the expected goals, including thinking about how to have human resource management (HRM) that is able to work effectively and efficiently. Indeed, it has become a general goal of the HRM section to be able to provide maximum job

satisfaction to the company's management which is further able to influence the company's value both in the short and long term. In order for the understanding of HRM to be clearer, below are formulated and quoted definitions put forward by experts: "according to Marwansyah (2010) argues that human resource management can be interpreted as the utilization of human resources in the organization, which is carried out through the functions of human resource planning, recruitment and selection, human resource development, career planning and development, compensation and welfare, occupational safety and health, and industrial relations".

In addition, according to Sutrisno (2016) Human Resource Management (HRM) is: "Planning, procurement, development, maintenance, and use of human resources to achieve goals both individually and organizationally". Human resource management is the science and art of managing relationships and roles of workers to effectively and efficiently help achieve the goals of the company, employees, and society. Meanwhile, according to Mubasyaroh, (2016), Human Resource Management (HRM) is: "The process of managing people, through planning, recruitment, selection, training, development, compensation, career, safety and health and maintaining industrial relations until termination of employment in order to achieve company goals and improve stakeholder welfare. " According to Bintoro and Daryanto (2017), stated that "Human resource management, abbreviated as HRM, is a science or way of managing relationships and roles of resources (workers) owned by individuals efficiently and effectively and can be used optimally so that the common goals of the company, employees and society are maximized".

Meanwhile, according to Sedarmayanti (2017) HR is an approach to managing human problems based on three basic principles, namely: (1) Human resources are the most valuable and important assets owned by an organization/company because the success of the organization is largely determined by the human element; (2) Success is very possible to achieve, if the company's human-related policies, procedures and regulations are interconnected and beneficial to all parties involved in the Company; (3) The company's organizational culture and values and managerial behavior derived from this culture will have a major influence on achieving the best results. Based on several opinions above, it can be concluded that human resource management has an important role in meeting human resource needs from planning to dismissal of human resources which aims to assist in achieving organizational goals.

According to Rivai (2015) the objectives of Human Resource Management (HRM) are as follows: (1) Determining the quality and quantity of employees who will fill all positions in the Company; (2) Ensuring the availability of current and future workers, so that there is someone to do every job; (3) Avoiding mismanagement and overlapping in carrying out tasks; (4) Facilitating coordination, integration, and synchronization (KIS) so that work productivity increases; (5) Avoiding shortages and excess employees; (6) Being a guideline in determining employee recruitment, selection, development, compensation, integration, maintenance, discipline, and dismissal programs.

According to Malayu Hasibuan (2016) the functions of human resource management are (a) Planning, Planning is the process of determining goals and implementation guidelines by choosing the best of the available alternatives. Planning in the human resource management process is the recruitment of workers needed by the company. Planning in the employee recruitment process is very important to analyze the positions that need to be filled and the number of employees needed; (b) Organizing, Organizing is defined as a process of determining, grouping, and arranging various activities needed to achieve goals. Organizing can be done by placing employees according to their fields of expertise and providing the tools needed by employees to support their work.

RESEARCH METHODS

This research is a type of descriptive research with a qualitative approach. Descriptive research means research that explains the characteristics of a symptom. The approach used in this study is a qualitative approach. According to Moleong (2012) defines "a qualitative approach as a research procedure that produces descriptive data in written or oral form from people and the behavior we observe". In this type of research, a picture of what happens about a social phenomenon will be seen. This case study research uses a qualitative approach research. According to Fitriah, N. (2012) said "qualitative research is research that produces and processes descriptive data, such as interview transcriptions, field notes, pictures, photos, video recordings and others". "In qualitative research, it is necessary to emphasize the importance of closeness to people and research situations, so that researchers gain a clear understanding of the reality and conditions of real life". According to Sugiyono (2012). The definition of a research method is a scientific way to obtain data with the aim of being able to describe, prove, develop and find knowledge, theories, to understand, solve, and anticipate problems in human life.

To obtain the data or information needed in this study, a data collection technique is needed. In this case, the data collection techniques are literature study, Interview, Document Study and Observation.

1. Observation

Researchers conduct direct observation from close to the research object. In this case, the situation at the Ulee Kareng Sub-district Office. Moleong, (2012). Says about observation or observation, namely Observation or observation plays a role in telling researchers what people do in situations where researchers have the opportunity to make observations. It often happens that research requires more information than just observing it.

2. Interview

A conversation with a specific purpose conducted by two parties, namely the interviewer who asks questions and the interviewee who provides answers to the questions. "The interviewer is called the interviewer and the interviewee is called the interviewee." Data collection techniques through interviews are techniques for digging up data in depth in an effort to comprehensively understand human data sources through direct questions and answers.

3. Document Study or Literature Study

Document study is one of the things that qualitative researchers can do to get an overview from the subject's point of view through written media and other documents written or created directly by the subject concerned. Meanwhile, literature study is the collection of data or information related to the problem to be studied by studying and reviewing books, magazines, newspapers, journals, scientific works, and other forms of writing that are relevant to the problem being studied.

According to Miles and Huberman (2002), qualitative data analysis consists of: (1) Data Collection, Data obtained from various methods (observation, interviews, documentation, tape recordings and others) are collected then reduced or sorted; (2) Data Reduction, Interpreted as the process of selecting, formulating, paying attention to simplification, abstracting and raw data information that emerges from written notes in the field. Data reduction is a form of analysis that sharpens, classifies, directs, removes unnecessary and organizes data in such a way that final conclusions can be drawn and verified; (3) Data Presentation, A collection of information that has

been arranged in an integrated manner and has been understood which provides the possibility of drawing conclusions and taking action; and (4) Drawing verification conclusions from various data findings obtained during the research process.

RESULT AND DISCUSSION

Employee discipline

Employee obedience can be observed from several aspects based on observation and interviews, this can at least be observed in their habits of coming to work (are they on time?), use of time (is it effective) and not being absent from work. Regarding the First Thing, namely obedience to come to work on time, we can observe it in the accuracy of coming to the office, the length of time working in the office, and sanctions for lateness regarding the things the secretary stated, for that sanction - the regulation does not exist except for employees in their finance department, because their position is very important. They must not be late. Well, if they are 10 minutes late, their salary will be cut. According to Hasibuan (2015). Employee discipline is the key to a company's success in achieving its goals. Discipline is an important function in an organization because the better the employee discipline, the higher the work performance that can be achieved, conversely, without discipline, it is difficult for the company organization to achieve optimal results. Discipline must be applied in a company because it will have an impact on employee performance, thus affecting the success and achievement of the company.

Getting used to coming on time and as determined, is an attitude related to the commitment to respect the time we have and the time that people have. The implementation of working hours at the Ulee Kareng District Head's Office, Banda Aceh is the working time in one day to carry out operational activities in the implementation of working hours and going home hours at the Ulee Kareng District Head's Office. Employees who fill out the attendance list to work past 8:30 WIB can be given a longer time to adjust the time to go home according to the provisions of 17:00 WIB. Morning roll call activities are routine activities carried out every morning in every office, in addition to aiming to improve employee discipline, routine morning roll calls also aim as a means to convey information and direction to all employees, morning roll calls are an obligation that must be carried out by every employee. Coinciding with the yard of the Ulee Kareng District Head's Office, Banda Aceh held a morning roll call led directly by Akbar Mirza as the Sub-district Head at the Ulee Kareng District Head's Office, the implementation of the morning roll call is routinely carried out every Monday until the following day. Starting with each report, the Regional Secretary in his direction conveyed to all employees to maintain and be united in attending the morning assembly and to maintain order in all conditions and circumstances.

The government officially emphasizes Regulation Number 94 of 2021 concerning the discipline of civil servants (PNS). The rules include punishment or disciplinary sanctions if PNS violate their obligations. Severe disciplinary sanctions are imposed for violations: (a) Honorable dismissal not at their own request for PNS who are absent from work without a valid reason cumulatively for 28 working days or more in one (One) Year; (b) Dismissal as a PNS if absent from work continuously for 10 days. Dismissal is carried out with honor; (c) Demotion by one level for 12 months if absent for 21-24 days a year; (d) Absent for 25-27 days a year, employees are released from their positions for 12 months. Meanwhile, light sanctions in the form of verbal or written warnings (a) PNS who are absent for 3 days a year are given a verbal warning; (b) written warnings are given to PNS who are absent for 4-7 days a year; (c) Civil servants who are absent for 7-10 days are given a letter of dissatisfaction. Finally, all civil servants (PNS) who are absent without a valid reason and violate the working hour rules for 10 days are given additional sanctions. The government will stop paying salaries starting the following month.

Leader

It is one of the important factors in carrying out the administration process and interaction between elements in a Sub-district Office, both Internal and External. Without good communication between leaders and subordinates, it is likely that all processes in an organization will not be able to run optimally and according to plan. Good communication skills will greatly assist all processes in an organization. In order to carry out his leadership, a leader must at least have basic competencies, namely 1) diagnosing 2) adapting 3) communicating. The communication pattern between superiors and subordinates is the focus of the study with the communication that occurs between superiors and subordinates, adding that satisfaction is a concept that is more concerned with the level of comfort. From this definition, it can be said that satisfaction in communication is a condition when there is a sense of comfort with messages, relationships that arise in the organization. SG Rogelberg in the Journal (2020). Saying communication has an important role especially in the organization, namely With good communication in an organization, the organization will run smoothly and successfully, and vice versa, lack or absence of communication, the organization can be stuck or messy. However, all of that can happen based on how the communication process and also the communication system in the organization. Has the communication process gone well or not.

Teamwork is needed to improve work effectiveness and efficiency. If a team does not have strong cooperation between divisions, then the results of its work will be unsatisfactory and inefficient. Likewise, if a team leader does not have strong cooperation with other team leaders and in doing a job, good work elements consist of two or more people, activities, goals, targets, and a certain time period. Good cooperation is carried out together to realize the same goal. The implementation of cooperation in team performance will affect the quality of work, punctuality, effectiveness. The influence of cooperation in team performance affects the success of an organization in achieving its goals.

Strategy

In the context of government, leadership greatly contributes to employee effectiveness. Employees will work effectively if their leaders are able to carry out their reliable leadership functions. Conversely, if the leadership function is not carried out optimally, employees will also be less than optimal in the sense of less than optimal in the supervision process (control), less supervision of employees to providing services to the community, Strategy strongly supports the leadership of the sub-district head in the effectiveness of the work of Ulee Kareng District office employees in viewing the sub-district as a form of organization, so solid cooperation to achieve goals is a rational effort that must be made for its success. Ulee Kareng District Office is a sub-district that has a strategic location close to the city center where the community tends to be modern and has a fairly high level of busyness so that in providing motivation to the community, this will not be realized if the leadership of a sub-district head in improving his employees is low, which condition can cause problems for leadership in providing motivation and discipline for employees in order to be able to carry out work optimally.

According to Supriyono (2015) Strategy is defined as a comprehensive and guided plan for an office or organization that is needed for all activities of the entire organization. In this case, each strategy organization is a whole in order to achieve goals. According to Aminullah (2015) states that strategy is a large-scale manager and is oriented towards the future in order to interact with the competitive environment with the aim of achieving the company's facilities. A good strategy will never succeed if it is not followed by appropriate policies and tactics. The conclusion of the

effectiveness above, it can be concluded that strategy is a process in determining a plan for an organization or in an agency, with a method or effort that focuses on achieving goals both in the organization at the Ulee Kareng District office. Basically, the implementation of the District government requires a leader who can always be a role model and can motivate his subordinates to be able to carry out and be responsible for participating in government, community, and development activities that aim to be efficient and also effective.

Effectiveness

The effectiveness of employee work is the completion of work on time according to what has been determined, meaning that the implementation of a job is assessed as good or not depending on the final completion of the work, the method of implementation and the costs incurred for the implementation of employee work, and can also be compared between the results or quality achieved with the quality set. If the implementation of the work carried out by the employee is better than that set, then the employee is classified as an effective employee.

According to Siagian (2018) Effectiveness is the utilization of resources, facilities and infrastructure in a certain amount that is consciously determined in advance to produce a number of goods for the services of the activities carried out, Effectiveness shows success in terms of achieving or not the targets that have been set, if the results of the activity are getting closer to the target, it means the higher the effectiveness. Based on the understanding above, work effectiveness is very important as one way to complete tasks and responsibilities in working with work effectiveness, employees can ensure the understanding of the work implementers by adjusting their tasks for effective and efficient work achievement. Work effectiveness is one of the goals of every job implementation. Effective work can be achieved if the work is carried out with the requirements required by the worker. With the requirements that have been set, the division of work will be easier to do. The division of work is of course tied to the abilities of each employee. This will make it easier for leaders to hand over their authority to each employee. A job is said to be effective if it can achieve the goals as planned by using all the resources that have been planned. A job done by an individual will support the achievement of goals as a group. This is because each organization is divided into several parts or groups. From the opinions above, it can be concluded that work effectiveness is a measure of the completion of work achievements that have been determined in accordance with the procedures and goals or organizations, as well as the ability to carry out activities that have been set by an institution to achieve goals and achieve maximum success.

CONCLUSION

Based on the results of the study and the presentation of the data obtained, the researcher provides the main conclusions related to the study entitled "Sub-district Head Leadership Strategy on the Effectiveness of Employee Work at the Ulee Kareng District Sub-district Office" is in the effectiveness of employee work at the Ulee Kareng District Sub-district Office in order to know and clearly describe the Sub-district Head Strategy towards employees at the Ulee Kareng District Sub-district Office. This can be seen from several obstacles and problems, namely the Sub-district Head's leadership strategy on the effectiveness of employee work at the Ulee Kareng District Sub-district Office has been implemented properly in accordance with the mandate of the Republic of Indonesia Law Number 23 of 2014, it's just that it is still necessary to maintain this system so that it continues to run well. Because there are still employees who still make mistakes and get sanctions for violations during the work process at the Ulee Kareng District Office, Banda Aceh City. After being explained in the previous chapter "Sub-district Head Leadership Strategy

on the effectiveness of employee work at the Ulee Kareng District Sub-district Office" Then a conclusion can be drawn to answer the formulation of this research problem, namely:

1. Overall, the employees of the Ulee Kareng District Sub-district Office have been able to carry out their duties and responsibilities as employees at the Sub-district Office, including service orientation, integrity, commitment, discipline, cooperation and leadership. However, it does not rule out that some employees are still found to be less disciplined in working, in addition, the lack of ability of some employees in mastering information and technology is also still visible;
2. The Sub-district Head's Leadership Strategy on the Effectiveness of Employee Work at the Ulee Kareng Sub-district Head's Office, includes making disciplinary rules for all employees, providing clear instructions to employees regarding their work, raising employee motivation in working, making daily reports as a form of employee assessment. Giving employees or work results achievements and giving punishment to employees who intentionally violate the rules set at the Ulee Kareng Sub-district Head's Office.

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