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BUILDING COMPETITIVE ADVANTAGE THROUGH LEADERSHIP AND SELF INTEGRITY

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Abstract.

Introduction. The era of Society 5.0 is an era characterized by intense competition and comprehensive in all aspects of people's lives. Therefore, everyone must equip themselves to win the competition and continue to exist by building their competitive advantage.

Purpose. *Leadership* according to *the World Economic Forum 2025*, is one of the main *skills* needed in all fields, a leader with leadership in him functions as the foundation for the success of the organization and the achievement of goals, therefore competitive advantage through leadership is significant, where a person with *leadership* skills Enable to lead, inspire, and manage human resources effectively. In an era of highly competitive disruption that creates tremendous pressure to excel and achieve consistently, integrity has become a rare commodity because people are willing to do anything to earn awards and honors.

Method. In the context of spiritual service, having a competitive advantage is not about boasting or deliberately aiming to outdo others, but rather about maintaining the ability to provide more value to the people or society, thereby becoming a differentiator that performs better than others.

Results and Discussion. Christus Sacerdos Pematangsiantar Secondary Seminary School understands the importance of leadership and self-integrity, organizes seminars as a debriefing for seminarians so that in the future in their ministry they will become effective leaders and with their integrity to be an example that inspires and builds trust among the people and the community when carrying out their pastoral duties.

Keywords: Competitive Advantage, Leadership, Self Integrity

INTRODUCTION

We have entered the era of Society 5.0 where this era aims to create a human-centered society and is a further development of the industrial revolution 4.0, in which there is a close integration between the physical world and the digital world through advanced technologies such as *the Internet of Things (IoT)*, *Artificial Intelligence (AI)*, *Big Data*, and *Robotic*, used to improve the quality of life and solve social problems. In Society 5.0, this also brings many significant changes (disruption) and high competition in various sectors. Therefore, both individuals and organizations are required to have a competitive advantage, including individuals in carrying out spiritual services.

The general understanding of a person being considered superior is when the person possesses something that others do not, performs tasks better than others, or can accomplish something that others cannot.

In the context of spiritual service, having a competitive advantage is not about boasting or deliberately aiming to outdo others, but rather about maintaining the ability to provide more value to the people or society, thereby becoming a differentiator that performs better than others.

Leadership, according to the *World Economic Forum's 2025 report*, is one of the key skills required, as it is essential in all fields. A leader with leadership qualities within him functions as the foundation for the organization's success and the achievement of its goals. Leadership enables teams to collaborate, overcome challenges, and achieve optimal results. Leadership is the behavior or approach chosen by a leader to influence the thoughts, feelings, attitudes, and behaviors of the members of an organization or their subordinates, thereby achieving the organization's set goals (Nawawi, 2006). This demonstrates that individuals with leadership skills are indeed necessary in today's highly competitive era.

Leadership is seen as a dynamic interactive process, which includes 3 (three) dimensions; leader (leader), subordinate (member) and situation, in social theory and ecological theory, that everyone can be a leader, and that leadership will only succeed if he continues to develop his competence through regular and continuous education, through special and exceptional experiences in the face of various challenges and pressures.

Competitive advantage through Leadership is essential, as a person with *Leadership Skills* allows that person to lead, inspire, and manage others effectively. It helps in building a strong team, increasing productivity, and achieving organizational goals.

In an era of fast-paced disruption, marked by intense competition, there is significant pressure always to excel and achieve. In this day and age, integrity is something rare because people are willing to do anything to gain awards and honors. Like the theory of needs of Maslow and McClelland, that in every human being there is a need for reward, the urge to achieve to get an award and to want to be respected because they want to outperform and exceed others, many people look for shortcuts and even sacrifice the values of integrity, and moral principles, and even often sacrifice others for the sake of self-interest and self-interest.

Integrity is interpreted as the conformity of one's heart, words, and deeds, and the ability to uphold moral principles consistently. Self-integrity is a state or attitude of a person who is qualified and authoritative, always acts rightly, and consistently maintains every principle he holds into a combination that is fully integrated within him, even in very contradictory conditions, as the most crucial attribute that a person must have, which is the personality quality of a person who has many noble characters that are drawn from attitudes and behaviors as well as his daily actions to anyone and under any circumstances. However, in reality, many people are unaware that self-integrity is a competitive advantage. With the self-integrity possessed by a person, he has created trust from others, tends to be more reliable, has high motivation and is able to improve performance and build strong relationships.

Integrity is not inherited or innate in a person, but must be built with deliberate and consistent effort and implemented in life continuously throughout the person's life. Warren Buffett, a world-famous philanthropist, is known for his commitment to donating his wealth to charity, seeing people from 3 three things, namely: 1. Intelligence, 2. energy and 3. integrity, but if the third thing does not exist, there is no need to discuss about one and two. In a personal and professional context, self-integrity is a competitive advantage. This is important because it is the key to being trusted, respected, and even creating deep relationships with others. Therefore, to make integrity a competitive advantage, we must not delay in building our reputation for integrity. A figure said that building self-integrity is easy, starting from small things, within yourself, and from now on, and continuing to try to find the truth when others do not. In spiritual ministry, integrity is the foundation for the faith of those who serve with love, because integrity cannot exist without mercy. and it is proof that the person lives according to his spiritual calling.

Christus Sacerdos Secondary Seminary School is an educational institution for prospective Catholic Priests. This school is under the auspices of the Archdiocese of Medan, located in Sukamaju Village, Siantar Marihat District, Pematangsiantar. The primary purpose of this school is to prepare children who want to become Imams.

The word "seminary" comes from the Latin word "Seminarium," which means "seed." Seminary School implies a place where seeds are sown. That is, the seeds of spiritual vocation that exist in a person are sown by education in the Seminary School. A person educated in a seminary school is called a Seminarian.

The management of this Seminary School pays special attention to the debriefing on *leadership skills* and how to build self-integrity for seminarians who are not bene prepared to become prospective leaders or priests in spiritual ministry, with their leadership enabling them to become effective leaders and with their integrity to be role models that inspire and build trust among the people when carrying out their pastoral duties.

Problem Identification and Formulation

Identification and formulation of problems from the background of community service activities, including;

1. *Competitive Advantage* exists in every aspect of life, including spiritual ministry.
2. The importance of *leadership* and *self-integrity* in spiritual ministry.
3. Having leadership and self-integrity is a competitive advantage.

4. Having a competitive advantage is not for arrogance but to maintain existence and to give more value to spiritual ministry

Purpose and Benefits

The Community Service that is carried out aims to:

1. Implementing the Tridharma of Higher Education.
2. Sharing knowledge and adding insight into *leadership*, *self-integrity*, and how to build it.
3. Equipping seminary students with the importance of having *leadership* and *self-integrity* in spiritual ministry.
4. Providing an understanding that *leadership* and *integrity* are competitive advantages and are needed in all fields.
5. As a form of concern regarding the development of Indonesian human resources.
6. For students to realize that they are future leaders.

Benefits of the activity

1. Seminary School students have *leadership skills* and make *self-integrity* their lifestyle.
2. Motivate Seminary School Students to be firm and diligent in following all stages in participating in education until completion according to their respective vocations.
3. Seminary students recognize that they are future leaders; therefore, it is essential to develop leadership skills and self-integrity.

METHOD

Realization of Problem Solving

Community Service in the form of a seminar held in the School Hall of Christus Sacerdos Pematangsiantar Secondary Seminary, aims to provide debriefing to the students of the school, where this school prepares school students called seminarians, for priestly duties in the future because this school is a school for priest candidates, therefore it is critical to have leadership skills and self integrity, and they will become priests after passing through the essential stages of their education, hopefully sound in spiritual ministry later.

Method of Activity

Taking place in the School Hall of Christus Sacerdos Pematangsiantar Secondary Seminary, Community Service activities were carried out, in the form of a science seminar on how to build a competitive advantage in an era of rapid change and fierce competition, with the theme: **Building Competitive Advantage Through Leadership and Self-Integrity, held on February 1, 2025**, and is specially designed for prospective leaders with relevant material content for debriefing for seminarians, including about Leadership and Social Influence, Analytical Thinking, Resilience-flexibility and Agility, Creative Thinking, Motivation and Self-Awareness, Empathy and Active Listening, Curiosity and Lifelong Learning, Service Orientation and Customer Service, Systems Thinking, Resource Management and Operations, Dependability and Attention to Detail, Teaching and Mentoring, Reading-Writing and Mathematics, Manual Dexterity-Endurance and Precision. The seminar activities were enhanced with active interactions, pretests and posttests, and icebreakers, so that participants followed them carefully and joyfully.

Evaluation Design

Community Service (PKM) which was carried out at the Christus Sacerdos Menengah Seminary School, in terms of the selection of the implementation schedule and also the theme was the result of a mature discussion between the devotees and the organizers, paying attention to the development of the times that are full of competition, so that as prospective leaders need debriefing so that later they will have a competitive advantage. To assess the effectiveness of the activity, participants were asked to complete a survey, providing feedback on the seminar's progress, identifying the advantages and disadvantages of the workshop, and evaluating potential improvements for the symposium.

The following are photos of PKM activities on February 1, 2025:



Figure 1: Photo with Resource Persons, Managers & Students



Figure 2 : Photo of the Resource Person Starting to Work



Figure 3: Photo of Material Presentation by Resource Persons



Figure 4: Photo of Material Presentation by Resource Persons



Figure 5: Photos of Students Seriously Listening



Figure 6. Ice breaking



Figure 7: Photo of Doing Post-Test



Figure 8: Photo of Resource Persons with Students Dare to Appear



Figure 9: Photo of the Award Recipient
By Seminary School Rector

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

The participants in the Leadership Seminar's Community Service activity are the Seminarists, also known as students of the Christus Sacerdos Pematangsiantar Secondary Seminary School. This activity serves as a debriefing for seminarists, where Leadership is one of the essential soft skills and self-integrity is emphasized, which is particularly necessary when they engage in religious service later.

Seminar in Community Service, with the theme *Building Competitive Advantage Through Leadership And Self Integrity*, which means building a competitive advantage through

leadership and self-integrity. By giving seminarians an understanding that, in an era of intense competition, every individual, even in spiritual ministry, should possess a competitive advantage and self-integrity. In this seminary school, students are prepared to become leaders or imams, where the wider community sees leadership and integrity as inherent in them.

The seminarians participated in the seminar activities with great diligence and enthusiasm, accompanied by a genuine curiosity about how to build a competitive advantage through leadership and self-integrity, as evidenced by their numerous questions related to the theme. Even more amazing, the Rector of the Christus Sacerdos Secondary Seminary School, RP. John Rufinus Saragih, OFM. Cap, who was also present in the entire series of activities from start to finish, really appreciated the devotees for this activity.

Suggestions

The seminar with the theme *Building Competitive Advantage Through Leadership And Self Integrity*, judged very well by the Rector of Christus Sacerdos Secondary Seminary School, and relevant to many aspects of life, is suggested to be continued with the next leadership seminar program but with a different theme on an ongoing basis to achieve a greater impact.

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