

# opción

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# Youth leadership and communication issues in Malaysia

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## Abstract

Youth is an important asset to a country. Youth are the human capital of leadership in leading the country's development. They are also a leadership model for future generations. Based on these goals, the youth should have leadership and communication values within themselves. Leadership and communication are important entities to them. However,

in this study, the results showed that today's youth face various issues related to leadership and communication. Today's youth are less skilled in good leadership and communication. Hence, this skill is an essential element for youths, in particular, to lead in organizations, associations or societies.

**Keywords:** leadership, communication, youth.

## Liderazgo juvenil y problemas de comunicación en Malasia

### Resumen

La juventud es un activo importante para un país. Los jóvenes son el capital humano del liderazgo para liderar el desarrollo del país. También son un modelo de liderazgo para las generaciones futuras. Sobre la base de estos objetivos, en la preparación de los jóvenes debe haber valores de liderazgo y comunicación dentro de ellos mismos. El liderazgo y la comunicación son entidades importantes para ellos. Sin embargo, en este estudio, los resultados mostraron que los jóvenes de hoy enfrentan diversos problemas relacionados con el liderazgo y la comunicación. Los jóvenes de hoy son menos hábiles en el buen liderazgo y la comunicación. Por lo tanto, esta habilidad es un elemento esencial para los jóvenes en particular para liderar en organizaciones, asociaciones o sociedades.

**Palabras clave:** liderazgo, comunicación, juventud.

### 1. INTRODUCTION

Generally, youths are a young group or teenagers. Youths are defined as young people aged 15 to 24 years old (UNESCO, 2002). However, youths are not only seen from the ages, but youth is categorized as a mature based on the behaviour, attitudes and work performed. The development of youth is so influenced by the social process of how they adapt themselves to other individuals, environments and situations around

them. In society, youths are an important component because youths can influence and create social networks and culture of society. As a continuation of the previous generation, today's youth must be wise in arranging steps and arrangements in ensuring a better survival (Husain et al., 2017).

Youth plays a big role in the country. According to Abdullah et al. (2012), youth position in the context of national development is very important. As the next generation, youth is fundamental in planning and forming national development (Husain et al., 2017; Hussain & Yasin, 2016; Abdigapbarova et al., 2016). Youth is a significant contributor to the workforce in supplying highly skilled and quality energy in all sectors including technology and economic development. It is a loss for the country if the youth does not contribute entirely to the existing skills. The youthful skilled can produce human capital with high efficiency and competitiveness. Also, given the fact that youth are young people with creative and active thinking, every idea and opinion of the youth are heard and can be used by various parties. Therefore, giving the opportunity of young people to lead the leadership and to embrace the future of the country is in line with the development of the country's transformation.

The current globalization is meeting the challenges of continuing to flourish around the world make the youth should have a complete package of leadership and communication. In Malaysia, the youth development agenda under the 11<sup>th</sup> Malaysia Plan (2016-2020) was also supported by the empowerment of youth by the new talent that makes the essence of leadership as the main key (Malaysia Youth Policy, 2015). Concrete human capital management is required by youth as youth is a valuable asset to the country (Malaysian Youth Council, 2015). The country aspires

to build capacity and human capital with the focus on empowering and preparing the youth as the nation's hope to continue and lead the planned economic development agenda (Ministry of Finance Malaysia, 2016).

Youth today is a social agent that is the best icon for other youth (Alias & Balakrishnan, 2016). They must prepare themselves for a great role and responsibility because youth have the potential to influence the trend of a country (Tunggak et al., 2015). Driving the aspirations, the youth generation needs to have a special skill to foster a quality leadership and communication process. It is undeniable that youths should have a complete package that includes social, intellectual and emotional aspects. Nevertheless, the issue of leadership and communication among youths should be taken seriously. Youth as leaders must create interpersonal relationships among the members of the associations, organizations and communities.

As a novel strategy in this study, model Youth of leadership to the next generation in the form of human capital development is investigated. Therefore, in preparing youth should emphasize the elements of leadership and communication among themselves. Leadership and communication are important entities for youth. According to Christens & Dolan (2011), youth leadership is a continuous process in the pursuit of social needs to build the competence of the youth. This skill should be owned by the youth to deliver and sharing of information effectively. The effectiveness of communication can be created through communication skills (Solobutina, 2014; Nezhad & Jenaabadi, 2014; Mahbob & Ibrahim, 2017; Arabi et al., 2017). Jamal & Abu Bakar (2017) stated the effectiveness of a leader is derived from the ability to communicate its leadership that

includes communication aspects based task-oriented, the spirit in the team and creating a sense of empathy in dealing with the crisis.

Generation of youths should form and have effective leadership and communication practices to facilitate the interaction process and the delivery of their peers. Leadership ability plays an important role in a youth generation in enhancing their ability through leadership qualities. According to Clack (2017), the ability of leaders to communicate is the key to success because good leaders can communicate by way of improving understanding and assist in making decisions. At the same time, the leader's personality should be seen from a more complex and dynamic perspective (Dumitriu et al., 2104). Thus, today's youth should have a diversity of leadership and communication in parallel with current demands in achieving a developed nation that has holistic community value.

## **2. ISSUE AND CHALLENGES**

Youth is a model of leadership to the next generation in the form of human capital development that will contribute to the growth and development of the country. Youth who do not contribute to the country not only harm the youth itself but also the nation as a whole (Abdullah et al., 2012). Nevertheless, the main challenge of youth in Malaysia today is the willingness of youths to pursue the process leadership in the development of new talent to lead is still in a moderate stage (Malaysian Youth Index, 2015).

Youth today have to cope with the demands of life in the era of globalization increasingly challenging in many aspects (Elias et al., 2015). Human capital development among youths should include the elements of life skills development, youth engagement and inculcate the value of leadership within themselves (Arshad et al., 2015). Lack of leadership skills limits the youth of today in addressing the difficulties and challenges faced in their environment (Tengku Muda et al., 2015). Furthermore, today's youth have limited exposure to developing leadership skills (Omar et al., 2016). This is closely related to their daily activities in terms of their social activities where their lack of interest to lead within the organization, less motivation to lead, lack of confidence and lack of interaction in their surroundings (Nyanggau et al., 2016). In fact, because of the over-focus of carrying out other social activities has led the youth to be less skilled in leadership (Nyanggau et al., 2016).

Youth is the level of daunting because at this stage the process of identity formation occurs (Tan & Abiddin, 2016). Informing themselves towards the maturity process, youth need to face the challenge of achieving their potential (Yacob & Assim, 2017). Without this self-management skill, the youth failed to accentuate and highlight the strengths and positive qualities that existed in him (Abdullah et al., 2015). This led to the role of the youth organization in shaping the identity of the individual and the youth group to be neglected (Jones et al., 2016). Talib et al. (2018) state the existence of youths who have low aspirations, emotionally and lack of self-esteem due to lack of guidance and activities that can guide them. However, losing or failing to identify their identity for positive self-development causes social problems in the youth (Nor Hanim et al., 2015). Their behaviour is indirectly affecting other

communities as the actions and the way they do are negatively explained to other young people who are easily affected by the behaviour (Nyanggau et al., 2016).

Elements of leadership and communication become the main essence of the young people of today in developing the leadership qualities to individuals, communities, associations and organizations. Competitive global challenges enable youth to have good communication skills. Communication skills are a challenge to form the quality leader's leadership in managing the crisis (Jamal & Abu Bakar, 2017). The lack of charismatic communication and the ability of leaders to respond to a crisis is a critical factor that will affect the reputation of the organization (Jamal & Abu Bakar, 2017). The weakness of youth in self-management leads to the failure of the youth to highlight the leadership qualities in themselves, particularly in terms of communication skills, identifying and solving the problems and creating interpersonal space among members of the organization. According to Rahim & Rahim (2014), interruption in the communication process between communicators and listeners causes weaknesses and difficulties in receiving the desired information or message delivered. This condition causes a person's failure to share knowledge and ideas with a good spread (Kamaruddin, 2017).

Besides, youth plays an important role in shaping, planning and deploying their associations. Youth leaders need to interact with members of the organization to accelerate work tasks within the organization. However, the ambiguity in conveying information can undermine the achievement of the objectives of the desired organization (Kechot, 2015). The information presented is more neutral, meaningless and manipulated (Ahmad et al., 2016). Plans in youth organizations and associations are



also not well implemented according to the planned strategy. At the same time, followers are passive in receiving instructions and lack of critical thinking (Tabak & Lebron, 2017). These situations not only adversely affect the youths involved, but also a negative impact on the whole (Yusoff & Don, 2016).

### **3. PREPARATION OF YOUTH IN LEADERSHIP AND COMMUNICATION**

Today's world is full of challenges. The advancement of technology and rapid economic development has made the individual prepared in various aspects. Youth should also be aware of these advances. Therefore, the youth must be out of habit and make a change in themselves. They must move along with this progress and should be sensitive to the circumstances around them. Undeniably, today's youth face various social issues. However, what is more, attentive to leadership and communication within the youth is to facilitate the process of sharing with other individuals, communities, associations or organizations.

Communications and leadership issues have been widely discussed before. Communication is a process of transferring information from the sender to the receiver (Samad & Haliza, 2012; Andrews & Andrews, 2004). This process involves individuals, groups and organizations by sending information to individuals, groups and other organizations acting as the order receiver (Greenberg & Baron, 1996; Gode, 1959). McLaren (2000) emphasized communication involves what is being said in society,

how a person hears, and why we communicate with other individuals whether someone is trying to inspire ideas and motivations.

Leadership is the influence of relationships between leaders and followers (Daft, 2007; Lussier & Achua, 2007). A leader should have other members to launch the leadership process. In fact, a leader should be respected by the followers. According to Watt (2013), leadership is the way leaders communicate about the necessary changes, ensuring personal goals, suggesting new strategies and helping to provide action to support decisions made within the organization. Leadership should encompass aspects of directing, guiding, embarking, being leaders, influencing, governing, educating, creating ways, controlling actions and implementing (Cox & Hoover, 2002).

Today, various facilities for the widespread use of technology can be used by youth in their lives (Manaf et al, 2015). The youth are the closest to advancement and changes in the use of mobile applications. The process of youth leadership is easier if it is through this digital partnership network which youth make it easy to communicate with this technology. According to Davison & Ou (2017), the involvement of digital literacy is more than the ability to use or operate digital devices, but it encompasses great diversity towards complex cognitive, motor, sociological and emotional skills. This facility can open up individual space to practice collaborative culture through mobile applications (Shanmugam & Balakrishnan, 2018).

In youth organizations, sharing information on youth organizations emphasized by the prospect of computer technology through the

competence of the youth using information technology (IT) to communicate with each other in the organization. According to Hecklau et al. (2016), the adoption of technology can enhance the ability to transfer information, receive task orientation and more flexible time. Additional Hecklau et al. (2016), at the same time, it can enhance other skills such as technology, media, security and leadership skills. This situation allows leaders to divide tasks more specifically through internal information and communication with websites, social media and specialized data collection tools (Van Wart et al., 2017; Pratolo, 2019).

#### **4. CONCLUSION**

Leadership and communication play an important role among the youth. Youth should be skilled and wise in managing to become quality leaders. The ability of youth to communicate well can increase the effectiveness and confidence among communities, associations and organizations. In the community, youth can influence the composition of each layer of society in decision-making. At the youth organization, they must demonstrate leadership values within themselves. Youth should be sensitive in acting in managing the problems inherent in the organization with their members. They must show a charismatic leadership and responsibility for youth organizations and associations.

Youth today are faced with many issues and challenges. They cannot escape from factors that influence their attitudes and behaviours. The process of forming youth leadership should start from scratch. Family factors and educational institutions are also driving the process of

leadership and youth communication to enhance youth ability in leadership and communication. These skills can be nurtured continuously from the beginning to stimulate the practice of leadership in youth. This is because youth as human capital will continue to the legacy of the country to become the next leader.

All the improvements and reforms have to be implemented to improve the capacity of leadership and communication skills among youth. The development of the globalization world makes the technology very useful for youth today. As a group that is so close to the use of technology, youth can capitalize on the process of virtual reality leadership through the new millennium. Information technology facilities enabled youth to use the electronic medium such as a smartphone and tableted to connect with others through mobile applications. This mobile application makes it easier for youth to create a leadership process through direct and faster sharing of information. This situation coincides with the emergence of the Fourth Industry Revolution (4<sup>th</sup> IR) through the emergence and dissemination of new digital-based industries.

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