

THE INFLUENCE OF NEURO-LINGUISTIC PROGRAMMING LEADERSHIP THROUGH MIND EMPOWERING ACTIVITIES IN THE MUHAMMADIYAH INTERNATIONAL CLASS ORIENTATION (M-ICO) PROGRAM

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Abstract

The M-ICO (Muhammadiyah International Class Orientation) program is an international activity designed by the East Java Muhammadiyah Regional Board of Primary and Secondary Education, as a form of excellence for all Muhammadiyah schools in East Java. The program has one of the empowerment activities called Mind Empowering and is carried out regularly as an annual activity. The activity aims to help students to play a more leadership role in their lives. The activity also carries NLP (Neuro-Linguistic Programming) material by inviting Mr. Arif Santoso to maximize the authentic potential possessed by all M-ICO students in Muhammadiyah Sidoarjo, Surabaya and Gresik schools. This research uses a descriptive qualitative approach with data sources from interviews with Mind Empowering activity participants and direct observations in the hall of SMA Muhammadiyah 2 Sidoarjo. Data collection techniques were carried out by recording interviews, classifying interview results, and categorizing data quotes in the form of tables and diagrams. Data analysis techniques are carried out by sorting, reducing, and analysing in accordance with the concept of NLP and research methods. Data validation techniques are triangulated through theories, methods, and researchers in order to obtain the validity of data, concepts, and methods in accordance with the research focus. The results of the discussion found that M-ICO learners experienced an increase in skills and abilities both in the academic and non-academic fields by showing confidence in responding to the resource person, being able to control emotions by listening to the resource person's presentation, and being able to follow every direction given by the resource person. In addition, students also show the development of authentic potential through four things namely heart, taste, physical, and mind as part of human beliefs, values, attitudes, and memories.

Keywords: *Leadership Influence, Neuro-linguistic Programming, International Class, Muhammadiyah*

Introduction

International class programs are still a reference for the community in improving education. The improvement of education in question is more on the development of English-speaking skills and understanding of technology. Therefore, Muhammadiyah conducts educational development through the M-ICO program which stands for Muhammadiyah International Class Orientation. The program became a pilot project intended for Muhammadiyah schools in the East Java region.

The M-ICO program also collaborates with the international curriculum to support the development of education and technology. This makes it possible for the M-ICO team to make various innovations in activities. One of these activities is Mind Empowering. The activity aims to maximize the potential of students. In addition, Mind Empowering activities can foster students' natural leadership spirit. *Mind Empowering* or also called mind

empowerment, which plays a role in the decision-making process (Yapardi, Nirwati, 2004). The concept of mind empowering has another word as empowerment which was initiated by Wood et al (2001) as a process where leaders try to help subordinates to get and use the power needed to make decisions on matters that affect the working conditions and personal circumstances of the subordinates.

These activities are supported by NLP (Neuro-Linguistic Programming) material that seeks to improve critical thinking, academic achievement, and emotional intelligence (Zhang, Xiuyun et al. 2023). forming the leadership spirit of all M-ICO students. This form of leadership can be used to help develop skills, communicate, improve decision-making abilities, and foster time management skills. It also involves understanding and using the language and mindset of the participants.

This research focuses on the neuro-linguistic programming material presented during Mind Empowering activities. It has positively impacted the academic, non-academic, emotional intelligence, and critical thinking of all M-ICO program learners. In addition, the study also measured the extent to which neurolinguistic programming and leadership contributed to learners' skills and abilities in school. Furthermore, the program aims to optimize thoughts and feelings, and direct concentration.

Objectives

This research focuses on neuro-linguistic programming leadership techniques used in Mind Empowering activities of the Muhammadiyah M-ICO program. The neuro-linguistic concept is a study that deals with language and nerves. In addition, the concept is a study centred on the biological basis of language and brain nerves to process the use of language (Subyakto, Nababan, 1992: 107). Thus, the neuro-linguistic concept is presented as an effort to reconstruct the work of the brain in processing speech, listening, reading, writing, and sign language activities (Simanjuntak, 1990: 27).

More than that, NLP leadership techniques lead human being to think and communicate by designing thinking patterns and communication skills with removing emotional, mental, and psychological barriers (Dixit, 2024:3). Thus, the application extends its impact, fostering improved leadership dynamics, facilitating effective teamwork, and elevating the proficiency of problem-solving strategies. The other application lies in empowering individuals with a profound understanding of their cognitive process. Thereby, NLP leadership enhances MICO students to maximize their capabilities into the greater efficacy for both personal and professional spheres.

Method

Qualitative descriptive research is used as a research method (Kriyantono, 2020, p. 62). The method is used to dig deeper into the research data and describe the findings systematically, factually, and accurately. The use of this method is adjusted to the data and data sources of the research. The data and data sources are the 399 M-ICO participants, who have participated in Mind Empowering activities in the hall of SMA Muhammadiyah 2 Sidoarjo and the activity is an annual event. The invited resource person is Mr. Arif Santoso ST C NLC. Data collection techniques are carried out by observing, recording, sorting, and classifying data in accordance with the specified table. Data analysis techniques are used to systematically search and compile data obtained from interviews, field notes, and documentation. The technique was preceded by data collection, then reducing and categorizing data such as grouping data based on indicators of the focus of research problems. Then, the researcher displays the data in narrative form and continues by drawing conclusions according to the scope of the research information.

Results

The results of descriptive qualitative data analysis showed that M-ICO students experienced an increase in skills and abilities in both academic and non-academic fields. In addition, they experienced changes in emotional intelligence and critical thinking that increased after participating in Mind Empowering activities organized by the M-ICO team. Learners also experienced self-change in terms of self-confidence which they used in managing the needs of themselves and others.

With the help of this cohesive approach, NLP Leadership contributes to a sustainable future of M-ICO students. The students cultivate atmospheres that prioritize empathy, effective communication, and constant personal and professional growth. This unique melodious merger fosters innovation, flexibility, and a positive impact on both individuals and the broader global community.

Discussion

Researchers analyzed the data through thorough observation at the location of Mind Empowering activities, the hall of SMA Muhammadiyah 2 Sidoarjo. Students followed the activities according to the series of events made by the committee. Participants followed the direction of the resource person by showing interaction and communication according to the resource person's instructions. Mr. Arif Santoso gave a presentation and motivation to the participants, then he opened a question-and-answer session in turn, to find out the response of the participants. This is done to open the participants' point of view or insight in depth, through authentic potential by focusing motivation on the subconscious. The authentic potential instilled in MICO students consists of beliefs, values, attitudes, and memories. The division is presented in the data excerpt table as follows:

Table 1. Data Excerpt of Mind Empowering Activity

No.	Authentic Potential Indicator	Direct Statement	Explanation
1	Beliefs	<i>"Kita bisa, Kita M-ICO" "Aku kuat, Tangguh, dan berani di M-ICO"</i>	This statement explains about confidence that provides affirmation and mental strength to be more self-accepting
2	Values	<i>"Aku percaya pada diriku sendiri dan mampu melakukannya"</i>	This statement explains about displaying the value of respect that humans are obliged to do
3	Attitudes	<i>"Aku terus belajar dan tumbuh setiap hari"</i>	This statement shows an attitude of continued commitment in learning and growing everyday
4	Memories	<i>"Aku yakin Allah akan membantuku mencapai semua tujuanku"</i>	This statement explains that humans must always remember with Allah in every activities

The authentic potential of M-ICO students is also supported by the development of the four things given by God, namely heart, taste, physical, and mind. The development can be described in the following chart:

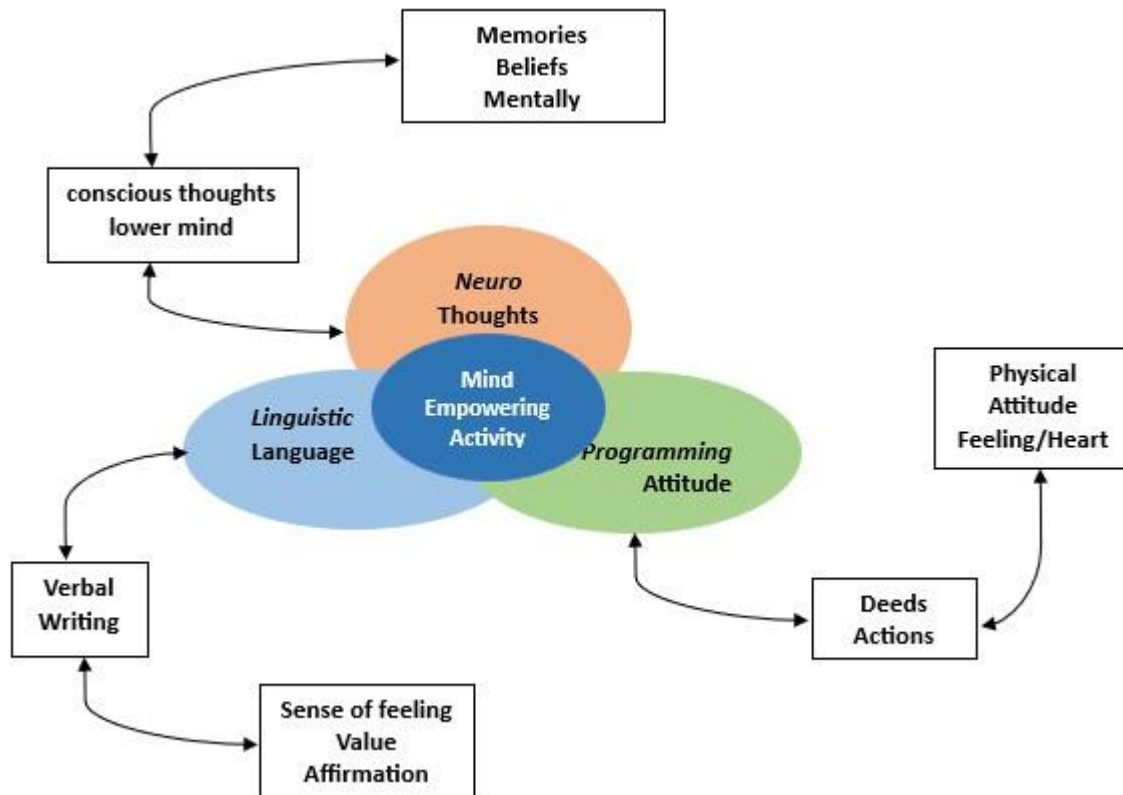


Diagram 1. Development of Mind Empowering Activities

Recommendation

This study has recommendations for future researchers, namely the development of neuro-linguistic programming in communication interactions that have experienced cultural acculturation mixing such as the use of foreign languages together with Indonesian in the community, especially the younger generation today. This is because neuro-linguistic programming has a connection with the field of psychology to the social field, which is always found in human social interaction.

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