ABSTRACT

This study aims to explore the roles of digital leadership and digital literacy in shaping employees' innovative work behavior at the BRI Tambun Branch. A qualitative approach with a case study design was employed. Primary data were obtained through in-depth interviews with key informants selected based on their involvement, experience, and understanding of digital service implementation at the branch. Data analysis focused on digital leadership practices, the levels and forms of employee digital literacy, and the interaction between the two in fostering innovative work behavior. The findings indicate that digital leadership at the BRI Tambun Branch is manifested not only through the use of digital technology in communication, collaboration, information exchange, decision-making, and task execution but also through the creation of an open, collaborative, and participatory work environment. Employee digital literacy is reflected in the ability to utilize various digital platforms and devices to support operational activities, communication, learning, coordination, and customer service, as well as the ability to adapt to technological advancements. The interaction between digital leadership and digital literacy shapes innovative work behavior by enabling employees to solve problems, develop and propose new ideas, improve work procedures, and leverage technology to enhance work effectiveness and efficiency. An open corporate culture, innovation competitions, incentive programs, and leadership support further reinforce the development of innovative behavior. However, the entire innovation process is conducted with due regard for information security, customer data confidentiality, Standard Operating Procedures (SOPs), banking regulations, and the principle of prudence.

Keywords: *Digital Leadership, Digital Literacy, Innovative Work Behavior, Digital Transformation, BRI Tambun Branch.*

FEB UNDIP