

**THE TRANSFORMATION OF SHARING CULTURE ORGANIZATION  
CHARACTERISTICS AS A REBOUNTING RESULT OF LOCAL WISDOM VALUE  
IN IMPROVING INDONESIA'S COMMUNITY COMPETENCE IN THE 21<sup>ST</sup>  
CENTURY**

**Mulyaningsih, University Garut, Indonesia**

**ABSTRACT**

The IT development in the globalization era influences life to Indonesian society and erodes the fundamental noble value of Indonesian nation in the daily life. Globalization gives effect on Indonesia's human resources to tend become instant and with uncompetitive, both regional and international, thus needs strong lever through transformation of organizational culture characteristic value. Sharing that has been rebounded with fundamental values and new values from globalization change could be a thinking in the 21st century. This study uses literature study and experiments descriptive towards the local wisdom as collaboration of local culture that is accepted by the internal and external environment. This finding recommends towards the decision making of acting practically in solving problems. Transformation of rebounding value of sharing characteristic as effort of human development attitude values, norms, rules nationally and internationally, human resources to be having fighting spirit, enduring, helping another, is transformed towards building a new level of value in human resources behavior and the profile of Indonesian nation towards the increased competence of human resources in infrastructure, the economic growth of financial upgrade based on kinship and UMKM through value care from various risk that threaten the life of nation and state in the 21st century.

Keywords: sharing, rebounding, transformation

## Introduction

The development of IT in the era of globalization at this time greatly affect Indonesian people's lives especially West Java that thus the fundamental values of the Indonesian nation are starting to diminish in daily life. The condition from the research results in 2010 about the influence of the organizational culture and bureaucratic behavior towards organizational effectiveness based on local culture, shows that; Organization culture and bureaucratic behavior together provides a strong and significant impact on organizational effectiveness on the government scope. In this context, organizational culture has a greater impact than its bureaucracy behavior towards organizational effectiveness thus organizational culture should be a priority concern of the main officials to make effectiveness of organizations run optimally.

Indonesia's fundamental economic resilience is based on kinship as well as the existence of the UMKM environment is now seen scarcely in Indonesians' life nowadays. The very rapid influence of globalization without boundaries makes Indonesia's human resource tend to be instant and always looking for an easy though expensive ways with a satisfactory result and looking cheap. Such conditions often make the final result outcome very low because the performance is not competitive.

The characteristic of organizational culture which is "Sharing" in Indonesia can be made as the basis of behaving, acting to face of the problems of life of the nation and do business with other countries in various parts of the World. The cultural sector interwoven and evolved results from the Pancasila philosophical collaboration, local culture and public service conducted with bureaucracy that is based on the characteristics of local culture will be able to become the strike to the mindset and acting kindly and true and professional through attitude. This is what encourages efforts to realign the values of organizational culture which was in the Indonesian nation as a form of sharing as a result of rebounding that is still embraced today as a collaboration of understanding local culture received at the internal environment with the culture received from the external as part of the impact of globalization that is less supportive to the organizational culture in Indonesia.

Below is a description of how the results of the reconstruction of cultural research results of organization and study of fundamental thinking of Indonesian nation in Pancasila with business investment literature as a fundamental value in business in the European (Ferrel, 2009) hemisphere that is then transformed into the local cultures of the Indonesians in the form of sharing as the base of Indonesian nation's act in facing Asian Future Shock in 2020 (Backham.2008) in (Mulyaningsih, 2015)

The condition of Indonesian society no longer makes it easy anymore to compete in the 21st century regionally and internationally needs to be cultivated and supported with a strong jack and if there is no value transformation that is in accordance with the current globalization era thus when there is no absence of alteration of fundamental values as the root of thinking and behaving as a nation of Indonesia with new values that are adopted from the influence changes due to globalization. This condition requires a rebounding of characteristics of organizational culture "sharing" as follows;

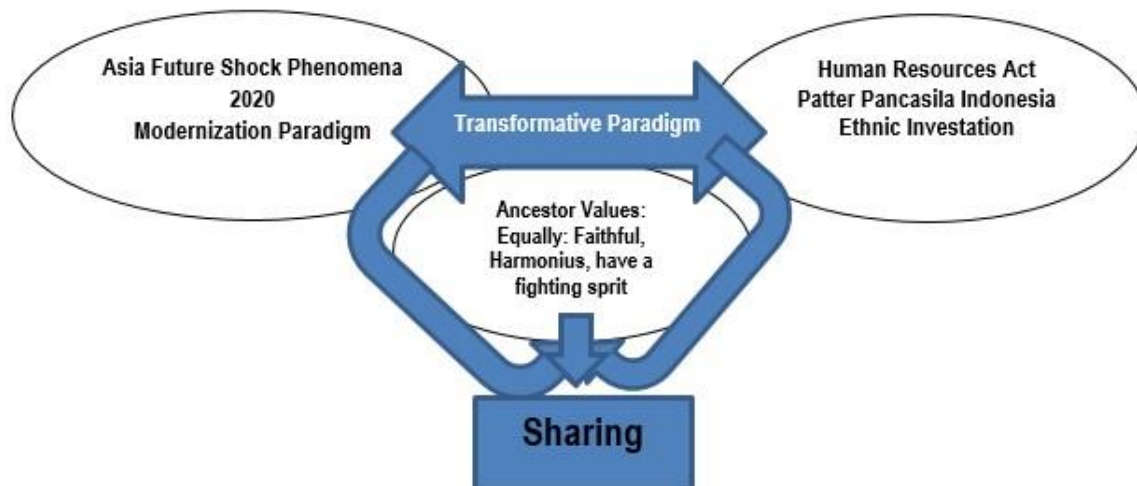


Figure 1. Sharing Model 2017  
From Reconstruction and Rebounding  
The Characteristic of Sharing Culture Organization Human Resources Act in Indonesia

Rebounding is the effort to restructure the behavior of a capable community component who could implement organizational culture of sharing characteristics in the form of attitude, value, norms and rules both nationally and internationally becoming a necessity implemented as professional Human Resources (HR) based on the three basic components that integratively shapes the social work profile and approach of social work: the framework of knowledge, skill framework and value framework. (Mulyaningsih, 2017)

The form of empowerment of human resources that have the level of values, integrity, professionalism and the profile of the Indonesian nation as a result of rebounding through: values of being equally harmonious, having an equally high fighting spirit, equally surviving, helping each other, are parts of the indicator of sharing that is part of the reconstruction and rebounding characteristics of organizational culture sharing as a result of the reconstruction and Rebounding paradigm of modernization and transformation of Indonesian philosophy, local culture and ethical investment from the liberals side as a part of the external culture that can be reconstructed into the organizational characteristics of the organizational sharing with (Mulyaningsih, 2017) with transformative cultural change depends on integrating nine organizational systems that address the complexity of the required adaptations and build the foundation necessary for future success (Hacker 2015).

Form of empowerment of human resources that have levels of value, integrity, professionalism and the profile of Indonesian nation to increase national development in the future in economic growth with financial stewardship, community care from a wide range of risks that threatens the life of nation and state and human development, leading to an increase in the competence of human resources that ensures the availability of a workforce with quality to deal with conditions in the 21st century.

### Methodology

Research policy which is the methodology in this study is defined from a research process undertaken or an analysis of a social problems, so that its findings could be recommended to decision-makers to act practically in solving problems. The main purpose of this research is action research that could change the situation, behavior, organization including structure of

work mechanism, work climate and institutions. The implementation of data processing in this research is focused on solving the problem faced in the present or actual/up-to-date problems. The results of research and the study data are collected, compiled, explained and analyzed from previous studies.

The scope of research in the organizational effectiveness, bodies, and forms of economic behavior of UMKM which includes the cultural values of the organization, effectiveness and satisfaction of organizational members, profits, and probably may arise new work or new thinking through qualitative research from viewing the world (phenomenon) is dimensionally plural, interactive and demanding interpretation based on social experience. So viewing the reality as a social construction, individuals or groups attract or give meaning to a reality by inductively constructing the conclusion of one or more facts or pieces of evidence, and constructed a construct.

Construct, is a shadow or thought that is specifically created for a research and / or for the purpose of constructing the theory and subsequently made to a model from several studies in theory and from previous research results and literature studies, the results of the study to be used in the application to solve problems with the Descriptive explanation model formulated as a reflection of a system that is made to learn one aspect of the system or of the system as whole.

## **Discussion**

*Characteristics of Organization Culture Sharing as Cultural Characteristics of the fundamental Indonesia Organization.*

Characteristics of organizational culture of sharing as the fundamental characteristic of organizational culture of Indonesians. The organizational culture of "sharing" exists in bureaucratic behavior, educators and education policy stakeholders as agents of change in running the process of learning and teaching to the community so that its journey will affect the effectiveness of educational organizations of the nation, because in Indonesia in general organizational culture has a bigger contribution compared to bureaucratic behavior, meaning organizational culture becomes the priority of attention of education officials as competent human resources towards organizational effectiveness for the education process of all agencies in Indonesia can be achieved.

Behavior of education policy stakeholders, educators, community leaders, owners / entrepreneurs are generally filled and motivated by the "sharing" organizational culture from the apparatus they adopted to conditions that come from the environment to the community as a value from ancestors in the form of ethics *kabaheulaan sauyunan, sareundeuk saigel, sabobot saphanean*, use of solontong uniforms (black-and-black *pangsi* suit and *nyoren bag bubuy*) and islamic on self- bureaucrats on the day or time of worship (*magrib mengaji*), using national costumes (*kabaya* and *solontong / pangsi*) on a certain day, Friday pilgrimage, as well as local language on a certain day uniformly applied starting from education, educational institutions and the general public will be able to improve the nation's progress through adoption and revitalize local richness that already existed and make it fundamental for the Indonesian nation to rebuild competence and patriotic, and heroic sense in achieving development through implementation of educational characteristics of "sharing " as a booster of the nation's competitiveness in 2020.

The very rapid influence of globalization without boundaries makes human resources owned by Indonesia tend to be instant and always looking for an easy way though expensive with

mediocre results and seemingly cheap. Such conditions often make outputs with very low outcomes because it has a performance that is not competitive and no sense of competitiveness. The characteristics of organizational culture "Sharing" in Indonesia can be made as a basis of behaving, acting in facing problems of living as a nation and also when doing business with other countries in various parts of the World.

The cultural sector that exists and evolves results from the collaboration of Pancasila philosophical values, Local cultures and public services by a bureaucracy based on local cultural characteristics will be able to become a prototype of the mindset and act and behave the right way as well as being professional through the attitude of the result of the rebounding characteristics of organizational culture. this requires the current rebounding that is still embraced today as a collaborative understanding of accepted local culture in the internal environment with the culture received from the external as Part of the impact of globalization that is less supportive of the organizational culture in Indonesia.

The form of empowerment of human resources in Indonesia has the level of values, integrity, professionalism and the profile of the Indonesian nation through the values of equally harmonious, equally having high morals, equally surviving, helping each other which is a part of the sharing indicators that are part of the reconstruction and rebounding characteristics of organizational culture sharing or sharing as a result of reconstruction and Rebounding paradigm of modernization and transportation of the nation's philosophy of Indonesia, local culture as well as ethical investment from the side of liberalism as a part of the external culture that could be reconstructed into the organizational characteristics of sharing organizations. Donations from the study of theory and the results of this study provides the basic things for managers by seeing some basic principles of effective managerial or bureaucratic behavior that could be recognizable and studied, young men and women as professional human resources and the young people of the nation that can change the development of the Indonesian nation, the economic employees, employees and employers expect the mindset and guidelines to act in the empowerment of professional human resources in the era of the 21st century to ward off the condition of ASIAN Future Shock (Ibrahim, 2014)

Transformation from the result of Rebounding Sharing characteristics is an attempt to align back behaviours of the components of society that are capable of implementing characteristics of organizational culture sharing in the form of attitude, values, norms and rules both nationally even internationally become a necessity of professional Human Resources (HR) and Features of Cultural Transformation The trouble with shallow culture initiatives is the lack of real transformative change to be implemented based on knowledge framework with attitudes toward and subjective norms with regard to knowledge sharing as well as organizational climate affect individuals' intentions to share knowledge, skill framework and value framework that is in the form of being equally harmonious, equally having high fighting spirit, equally surviving, working together could be transformed to build a new level of values of human resources that have the level of values, integrity, professional and the national profile of Indonesia to increase the competence of human resources in national development for the 21st century.

In economic growth with financial enhancement, care of the values adopted by the society from various risks that threaten the life of nation and state as well human development, which ensures the availability of a quality (Nelson, 2008), workforce to face the conditions in the 21st century as an effort to lead to the increase of human resource competence in order to boost Indonesia's economic resilience fundamentals based on kinship as well the existence of UMKM

environment (Mulyanto, 2006) in the life of the Indonesian nation today. This condition can be described as follows:

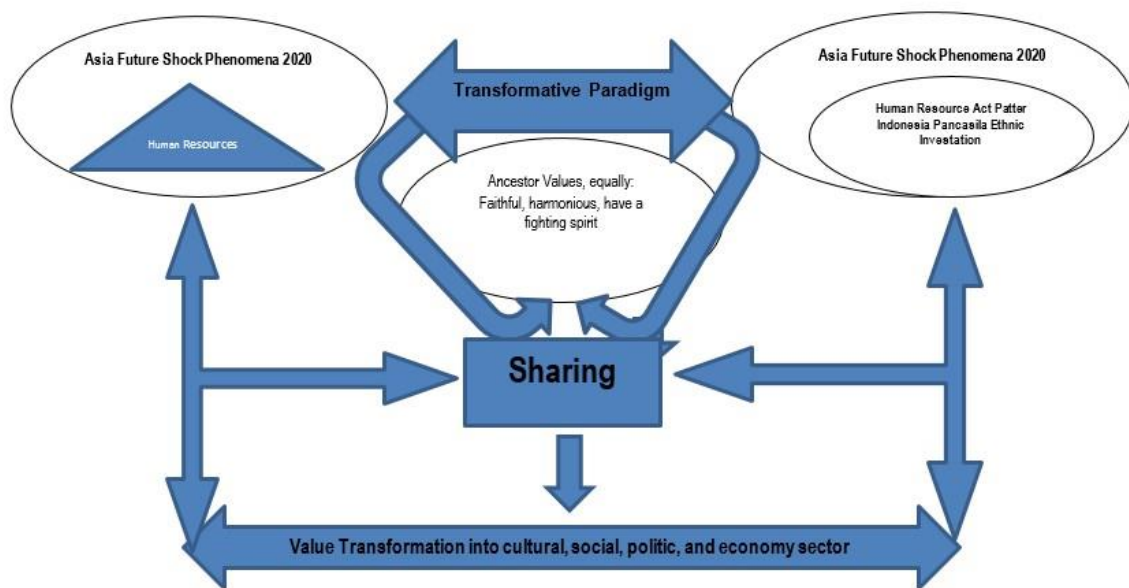


Figure 2.

The transformation of Culture Organization Characteristics of Sharing as a Fundamental Characteristic of Cultural Organization of Indonesia

#### *Transformation of Cultural Characteristics Organization Sharing As Tools In Efforts To Increase Indonesian Human Resource Competency In The 21st Century*

The great civilization of a nation is the extent of the process of transforming norms, and values done by his predecessors to be a smart, intellectual, social with a social network and shared goals significantly contributed to a person's volition to share knowledge, intellectual and spiritual generation (Chow & Chan, 2008: 458-465).

Sharing model of reconstruction and rebounding characteristics of organizational culture "sharing" (Mulyaningsih, 2016) of the behavior of human resources in Indonesia comes from several studies and research results how the characteristics of organizational culture sharing from few frames of thoughts a paradigm of organizational culture "Sharing" in the behavior of human resources in Indonesia will be implemented into the competence of human resources in improving the competitive advantage of the nation through these attitudes:

- 1) Characteristics of sharing culture of local philosophy *Silih Simbeuh* in terms of;
  - a) The competence of human resources that support the economy which is the noble Value of being equally: harmonious and working together in the need of money, through the ability to establish relationships with "Safety" and other business subjects who are willing to be "rivalled", patterns of social relations and production which is established in this informal relationship provides socioeconomic guarantees for the workers,
  - b) Competence of human resources that support the culture of noble values are equally faithful and enduring the use of Chinese trading culture (utilize combined purchases to save Costs, utilizing a trustworthy cooperative, combining many small orders; Job and time savings; Seeking complete information on market conditions (Mulyaningsih, 2016)

- c) Human resource competencies that support social Values are equally high morale from (combined suppliers) of business actor relationships with sources of capital and Raw material suppliers are usually private in profitable mutual relationships,
- 2) Characteristics of sharing or sharing culture from local philosophy *Silih Asah Silih Asih Silih Asuh* in terms of;
  - a) The social support competencies with the noble Value are equally: harmonious and working together in the form of anti-monopoly stance, creating a form of informal employee-boss relation,
  - b) The competence of human resources that support the culture with the noble values are equally: harmonious and having a high fighting spirit that is in the form of gender to large scale production in male involvement included in the policy, structural-policy,
  - c) Human resource competencies that support Indonesia's economic superiority that determines competitiveness with noble Value are equally faithful and endure the results of its industry in the global market is the large number of workers of the low educated and raw materials that is abundant, Global Trade, The exploitation risks facing small industries will be bigger when the chain of trade downstream in the international market through *maklun* is used to indicate a cooperation between two or more business units within Production activities.
  - d) Human resource competencies that support the Economy in the form of Noble Value are equally loyal in the form of relationships between the subcontractor and the workers is Laborer and master (*dunungan*). Relationship-contracting-job is to create works for others. The relationship between subcontractors and their workers are laborers and master (*dunungan*). (Mulyaningsih, 2017)

Based on the research of the young generation who have done the line of citizens who can act out in receiving an educational transformation is certainly a worthwhile investment for the establishment of religion, country and nation of Indonesia. The successor generation in its various expressions for more prospective cognitive, affective, and psychomotor development enrichment to achieve the formulation of the next generation of friendly people and ready to face the global era of digital-based and the swiftness of attention that has always been streamed by the generation before to its future generations must be motivated so that there will be a motivational synergism between the two hand in hand.

The Concept of Development of Islamic Norms and Values historically potentials of future generations are able to carry banners of dignity, as well as the prospects of more nations advanced like the Youth Pledge, the establishment of Budi Utomo, various party movements in the era of movement, the physical struggle in the colonial era, the heroic struggle for independence, and many more. The potential of the next generation of this nation became the motivation of Bung Karno during the order the revolution goes on with a loud call, "Give me ten youths, then the world will be shaken." (Bung Karno, 1945) in the transformation of noble values can determine that;

- a) Human resource competencies that support culture in the form of noble Value are equally enthusiastic towards organizational culture with a dimension; involvement through the presence of being active giving inputs to the leadership in carrying out the activities of the Student Senate program greatly contributes the most towards effectiveness
- b) Competence of human resources that support social values in the form of noble mutual working together adaptability in terms of ability to adjust to co-workers
- c) Human resource competencies that support the Economy in the form of Noble Value are equally loyal in accordance with their duties because of the high discipline of

budget usage from consistency which is to run the mission of the Senate so that all members run workplace work across each work unit through a high level of creativity in support of the effectiveness of the amount of work volume on the work program that generally can be achieved

- d) The social support competencies of human beings in the form of the noble Value are equally enduring because of the ability of members to adjust the activities of the senate program as well as the accuracy of the management results of program activities in accordance with targets that have been determined with a certain accuracy result in specific program activities undertaken by the Student Senate,
- 3) The results of this study can be proposed as a consideration for making related policies with the application of ethical *kabaheulaan* values organizational culture then the government should provide full support and perform various types of communication patterns within socialization to apply policies related to organizational culture in terms of HR performance in the Organization;
- a) The human resources competency to support socially in the form of the noble Value are both harmonious and Faithful through aspects of organizational culture in an organization will directly give influence to organizational performance in the form of passion and motivation to work.
  - b) Competence of human resources that support politics in the form of noble Value mutual working together and being faithful with the attitude of the Leader is expected to minimize the gap to create a comfortable and conducive working atmosphere. Characteristics of support from management and characteristics of communication patterns through the embodiment of a two-way communication form with morning coffee, subordinate movements, control and motivation, as well as minimizing the problem, in order to classify the problems encountered within adaptation.
  - c) Human resource competencies that support the Economy in the form of Noble Value are equally loyal and have high spirits through managing these sites, providing quality service, improving production capacity and looking for resources to earn profit that needs attention and enhanced as a tool to meet the demands and needs of regional development there needs to be a structural approach in terms of the authority to provide that good service and coordination in terms of management of cultural assets as regional excellence so it can be used as a selling point for the government to increase PAD and approach style of leadership from the boss to the bottom that provides opportunities to subordinates to be able to express opinions to meet development needs.
  - d) Human resource competencies that support education in the form of noble Value being equally faithful, harmoniously striving for the implementation of business strategy related to the strategic plan in using the resources that are owned appropriately with the needs and changes in consumers or customers will make a determinant of success because as a competitive core of the advantages of the organization is a form to make decisions appropriately and effectively that the resources and abilities are a source of competitive advantage against competitors called core competencies, because in the context of competitive globalization core is the main determinant to which is actually needed in the company's strategy.

To increase the effort of increasing the competence of Indonesians HR in the 21st century with implementing or transforming cultural values of sharing into thinking patterns, business behavior, community and state, but all the activities is a reflection of the ultimate theological norms and cultural values that can proceed hand in hand. The existence of norms, these values are now in the challenge of the global era with digital visibility, thus enriching and intensifying



the reinforcement of norms and values should always be a top priority scale in the learning process and achievement of results within the formation of characters in every educational institution, especially Islamic educational institutions in Indonesia.

Formulation of the formation of the next generation of this nation certainly would require that competence can play a direct role in interpreting the norms, empathy values in order to achieve the ultimate purpose of life. The global era in digital is part of effective tool to express and to take its role to interpret the empathy of Human beings nature in the form of dedication to God.

Digital media with products such as posters, cartoons, news, opinions, short stories, videos, movies, even biotechnology, and creative patterns to always provide an opportunity to give a way to enter on the formation of characters of way of thinking, acting, and willing - to act in the ideal frame of social piety, natural, and spiritual formulations that need to be built must also be smarter, so that the various related gaps do not get widened, and human resources are always able to control digital media as a tool rather than vice versa as the shackles of living dominance with:

- (1) Transformation in the economy,
- (2) Transformation in the social order,
- (3) Transformation in politics,
- (4) Transformation in culture,
- (5) Transformation in education. (Suharto, 2014)

The results of this study can be put forward as a consideration to make that policy related to the application of ethical *kabaheulaan* values organizational culture then it should be the government who provides full support and performs various types of communication patterns in socializing to apply the policies related to organizational culture.

### **Closing**

In economic growth with financial enhancement, care of the values adopted by society of various risks that threaten the life of nation and state as well as human development, which ensures the availability of a quality workforce to face the conditions in the 21st century as an effort to lead to the increase of human resource competence. In order to boost Indonesia's economic resilience fundamentals based on kinship as well as the existence of the UMKM environment in the life of the Indonesian nation today through the transformation of Noble values which are both harmonious and working together, establishing relationships with "safety" and with other perpetrators, equally faithful and enduring the large number of workers from the low educated class and abundant raw materials, equally faithful relationships between

Table 1 Transformation Matrix

The Organization Sharing Cultural Characterizing as a Result of Rebounding Local Wisdom Values in Increasing the HR Competence in Indonesia in the 21st Century								
Transformation	Silih Simbeuh		Silih Asah Silih Asih Silih Asuh		Study Result of the Young Generations		Study Result of Implication of Ethic Values	
	Sharing Characteristic Value	Attitude and Way of Thinking	Sharing Characteristic Value	Attitude and Way of Thinking	Sharing Characteristic Value	Attitude and Way of Thinking	Sharing Characteristic Value	Attitude and Way of Thinking
Economic	Equally harmonious and working together	having a relationship with safety and with other workers	equally faithful and enduring, equally faithful	The amount of workers from the lower education group and the abundant natural resources, relation between subcontractors	Equally faithful	Working according to the job	Equally faithful and having high spirits	Giving quality service, increasing production capacity and looking for resources
Culture	Equally faithful and persevering	Using the Chinese trading culture	Equally having a high fighting spirit	The gender towards the production scale in the involve of men	Equally having a high fighting spirit	Organization culture with dimension ;involvement		
Social	Equally having a high fighting spirit	The relation between the labors with source of investment and resources supplier	Equally harmonious and working together	An anti-monopoly act	Working together, equally persevering	Doing adaptability; the capability of the member to suit the program of the senator	Equally harmonious and faithful	the cultural organization aspect gives influence towards the organization
Politic							Both harmonious and working together	The boss' attitude is hoped to be able to minimize the gap
Education							Both faithful, harmonious, have a high fighting spirit	The implementation of strategy of work by planning strategies in using the natural resources

The Organization Sharing Cultural Characteristics as a Result of Rebounding Local Wisdom Values in Increasing the HR Competence in Indonesia in the 21<sup>st</sup> Century subcontractors, equally faithful working according to his duty, equally faithful and having a high spirit of providing quality service, increase production capacity and finding resources in economy, equally having high morale in the relationship of business actors with sources of capital and suppliers of raw materials, both harmonious and having a working together attitude with anti-monopoly holders, working together in adapting, equally surviving the ability of members to adjust program activities of the Senate, equally in harmony and faithful to the aspects of organizational culture that have an effect on Organizational performance in the social order, both harmonious and working together in leadership attitude expected to minimize the gap in politics in culture, equally faithful and enduring the use of Chinese trade culture, equally having high spirit in fighting gender form against large-scale production in male involvement, equally having high morale culture of organizational culture with dimensions; involvement in education.

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