CROSS-CULTURAL MANAGEMENT BASED ON LOCAL ASSISTANCE

Abstract

Budaya kearifan lokal sangat konstruktif dengan dinamika kehidupan masyarakat seperti kejujuran, ketegasan, kebersamaan, kepercayaan dan harga diri sebagai nilai-nilai perekat dalam berinteraksi dengan sesamanya dalam suatu sistem. Manajemen lintas budaya lahir dari kearifan lokal yang merekatkan sistem tersebut sebagai sistem kehidupan masyarakat. Sistem manajemen budaya dalam masyarakat meliputi sistem religi, bahasa, ekonomi, teknologi, pendidikan, organisasi sosial, politik dan kesenian. Ini menjadi modal dasar bagi suatu negara untuk menjadi maju dan berkembang. Kajian ini menggunakan publik option survey berdasarkan pandangan atau pendapat masyarakat yang diaktualisasikan dalam penelitian deskriptif kualitatif. Hasil penelitian menemukan budaya masyarakat berbasis kearifan lokal merupakan kemajuan peradaban bangsa. Maknanya setiap masyarakat yang memiliki keanekaragaman kearifan lokal dari lintas budaya memberikan kemajuan peradaban suatu bangsa. Manajemen lintas budaya merupakan instrumen penting yang mengarahkan masyarakat memiliki kearifan lokal, sebagai perekat kemajuan suatu bangsa.

Kata Kunci: Manajemen, Lintas Budaya dan Kearifan Lokal

Abstract

The culture of local wisdom which is constructive with the community living dynamic such as the honesty, firmness, toghetherness, trust and pride as the value in social interaction in a system. The cross-cultural management born from the local wisdom as the community living system. The system of culture management in community includes the religion, language, economy, technology, education, social organization, politics and art systems. These become the basic capital of state to progress and develop. These study used of public option survey is based on the opinion of community which actualization in qualitative research which used of descriptive. The result of research to found that the cross-cultural management based on local wisdom represents the united progress century. That means the community which varians of local wisdom from the cross-culture to progress of united century. The cross-culture management represents the important instrument to direction of community, have the local wisdom as an adhesive for the progress of the nation.

Keywords: Management, Cross Culture and Local Wisdom

Preliminary

The success, greatness and progress of a country or nation is always related to culture. The experiences that can be witnessed from various developed countries cannot be separated from their cultural share. Houston (2016) states that culture has a big influence on the progress of a country. Therefore, a country that is capable of assimilating and adapting by adopting constructively and functionally will give birth to cross-cultural management.

For example, the importance of cross-cultural management that can enhance the dignity of a country is very much determined by its culture. As Japan and Korea become developed countries, it cannot be separated from the culture that is preserved as an identity that is very important for the survival of the people. William (2014) states that the Japanese are advanced because the values of their cultural guidelines shape people's daily behavior. Like the bushido culture, kai zen, samurai style and discipline are the actualizations of a culture that encourages people to be enthusiastic about hard work. This is an example of the importance of culture for a country to exist with developed countries.

Grand theory national civilization is an important construct in building cross-cultural management. This theory was put forward by Gary (2015) that an advanced and developing nation is determined by its cultural civilization. This civilization gives birth to values, norms, principles, philosophies and principles which are actualized in the local wisdom of a society in the form of honesty, assertiveness, togetherness, trust and self-respect.

Understanding this culture, for the Indonesian people also has a constructive culture in the community that needs to be preserved as the value of local wisdom that grows in society. Warsito (2017) is a culture of local wisdom that is very constructive with the dynamics of community life such as honesty, assertiveness, togetherness, trust and self-esteem as adhesive values in interacting with others in a system.

Christeward (2014) said that the cross-cultural management adhesive system was born from local wisdom that held the system together as a system of community

life. Weddrow (2016) suggests that a cultural management system in society includes religious, language, economic, technology, education, social organization, political and artistic systems. This is the basic capital for a country to become developed and developing.

The importance of cross-cultural management that needs to be addressed wisely is the growth of values, norms, rules, philosophies and principles that lead everyone to behave according to integrity, identity, discipline, work ethic, ethics and productivity in carrying out their existence as a cultured person. The meaning of all this gave birth to a theory of cultural construction. Mellow (2016) the cultural construction of a society always upholds the values, norms, rules, philosophy and principles of a life view of goals and progress.

Building cross-cultural management is inseparable from the ability to plan, direct, manage, organize and control cultural systems prevailing in a society that are interrelated with aspects of social life. Jeremy (2017) cultural systems in society must be well managed through constructive and functional cross-culture for common goals.

Simmon (2016) Understanding the importance of cross-cultural management based on local wisdom, it is necessary to raise issues related to values, norms, philosophy, rules and principles in a system called an excellent culture system, therefore it is necessary to explain the system. these include:

1. The religious system leads cultured humans to have beliefs or beliefs that involve spiritual and spiritual elements in interacting in society that the highest culture is a culture of devotion to the creation of the universe. All nations and countries always exist as a created being given character, reason, awareness, instinct and ideas to understand this life with various intrigues of differences and similarities between humans.

2. The language system leads humans to know each other, understand, communicate, and work together in building a togetherness with mutual

understanding according to the ability to capture messages on mutually understood language. Language is an instrument of cross-cultural civilization that must be understood in the context of interactive and productive communication to build important aspects of life.

3. The economic system delivers everyone to meet their needs, expectations and goals, so that there are intercultural relations based on the demands of more and less needs, relationships between producers and consumers, supply and demand relationships, patron and client relationships, as well as local, domestic trade relations. and international which all accumulate with the culture of each actor.

4. The technology system leads everyone to develop the technological potential that is owned as a result of an integrated and assimilated culture for the use and use of brilliant intellectuals in a creation that uses technical instruments, methods, analysis, synchronization and connectivity of various elements that have produced good assemblies. are software and hardware that are connected in a network system whether it is electronic, digitization, communication, application program and intelligent technology system.

5. The education system has led humans to be able to develop cross-cultural civilizations. Humans are able to develop and explore and learn to use their intellectual, personal, social and professional potential through a learning-oriented education system, learning innovation, learning models, learning dynamics and learning strategies that are mutually constructed based on the functions of each actor in the field of cross-cultural education for creating a sustainable process for the intellectual life of a nation for a country.

6. The social system leads humans to interact and socialize in all aspects of human life in which there are functions, roles, structures and social realities that encourage every actor and policy maker to socialize, adapt, integrate and actualize in seeing that society has a preserved culture. in a social system that is bound to build the nation in diversity for one goal.

7. The political system leads people to mutually actualize their various interests, powers, and goals. The political stage has provided a great opportunity for everyone to demonstrate their political existence in accordance with the share of parties, organizations, masses, groups, communities and associations that can voice their aspirations, inspirations and interpretations of different cultures for a common interest.

8. The art system leads people to realize the meaning of beauty, peace, happiness, prosperity, satisfaction, soul and intrigue aspirations and concentration of talents and talents of each person to see himself as part of the culture. Art makes culture the core of national and state life. Art that unites people, art that speaks for people's lives and art that gives illustration meaning to a cultural life.

These eight cross-cultural management systems are crucial for the construction of local wisdom in the community. The elements of local wisdom commonly found in society include:

1. Honesty is a knot of local wisdom to assess the behavior of a person who is not deviant, is sportsmanship, reveals the truth and does not lie. This assessment is subjective and objective. Subjective honesty, namely honesty expressed by each individual in accordance with the facts that occur and objective honesty, namely revealing a fact without public deception (Hilman, 2015).

2. Assertiveness is one of the knots of local wisdom. A firm attitude means that someone dares to act wisely based on assertiveness in decision making. Howard (2014) states that an assertive personality is a major contribution to quality decision making. Assertiveness is necessary to avoid disorder, inconsistency and injustice.

3. Togetherness is an advantage possessed by someone who has local wisdom. Community life requires people who have the same fate, goals and aspirations. Narrow (2016) states that togetherness is the actualization of the behavior of people having personalities that are able to develop togetherness in achieving goals.

4. Trust is a personal belief that has been rooted in society in relation to aspects of obedience to the truth it believes in. Ambrado (2016) belief is the essence of a true belief in a wisdom value. Trust has a correlation with the wisdom that a person has. Trust is part of the local wisdom of a society which is actualized in the dynamics of life.

5. Self-esteem connotes an implementation of shame. Matulada (2014) states that uphold your self-esteem to cultivate self-wisdom. This means that in a person there is a self-esteem that has been ingrained between habits, actions and values that can foster one's wisdom. Self-respect means having an assessment of yourself that must be respected. Self-esteem is ashamed of things that deviate from self-esteem (self-existence).

The entire description emphasizes that cross-cultural management based on local wisdom is the main capital and asset for a country and nation to progress with its identity. That is why America, Japan and other developed European countries have always kept their cultural wisdom alive in the hearts of their people. Including Indonesia, at this time has realized the importance of local wisdom to always be grown in accordance with the culture that is rooted in society, from these differences as strength, uniqueness and power for a nation.

Methodology

The study of cross-cultural management based on local wisdom uses a public option survey, which is a methodological approach that uses a survey based on the views or opinions of the community which is actualized in qualitative research using descriptive methods in explaining the existence of cross-cultural management, describing cross-cultural management systems in various aspects of life and describing cross-cultural management based on local wisdom to find a proposition and postula from observed research studies.

Results and Discussion

The results of this study found that cross-cultural management is important and needs to be developed in accordance with current and future existence. There are several results of this research which indicate that the fundamentals of cultural management studies have been matrixed that in management related to planning, directing, managing, organizing, and controlling in terms of values, norms, rules, philosophy and principles have been actualized, especially across cultures in Indonesia. .

Table 1
Core of Cross-Cultural Management Construction in Indonesia

Cross Cultural Management	Score	Norm	Rule	Philosophy	Principle
Planning	Grounding the national culture of society	Formulate an integrated national culture	A planned national culture	Planning for the survival of the national culture	Strong nationalism
Briefing	The progress and modernity of the national culture	Integration across national cultures	Guided national culture	Directing the progress of national culture	National identity culture
Management	Manage the national cultural system well	Create cross-cultural construction rules	Managed national culture	Good national cultural governance	National cultural advancement
Organizing	Organizing an integrated national cultural system	Actualization of the national cultural system	National culture is assimilated	Strengthening access to national culture	National cultural pluralism
Control	Overseeing and coordinating the strength of national culture	Overseeing national cultural conflicts	Controlled national culture	Strengthening the implementation of national culture	The existence of national culture and personality

Source: Research results

Based on the research results from the above matrix, it is understood that the application of cross-cultural management is found to have several premises as follows:

1. A planned cross-cultural management creates a culture that is grounded in society in an integrated, planned manner, in supporting the survival of the national culture in accordance with strong nationalism.

2. Cross-cultural management aimed at realizing progress and modernity that are integrated with each other in the direction of cultural progress as a national identity.

3. Cross-cultural management that is managed as a system, rules, governance in realizing the progress of national culture.

4. Cross-cultural management, which is organized as an integrated national culture, is actualized in an assimilation system in strengthening access and national cultural diversity.

5. Cross-cultural management that monitors and coordinates forces to avoid conflicts in the existence of national cultures and personalities.

These five premises produce a proposition, namely "cross-cultural management is an important value, norm, principle, philosophy and principle for the progress of a country". The more advanced a country is, the better the actualization of cross-cultural management in the community life of a nation. The key to the integrity of a nation is that there are different cultures but one interest is the national culture.

The results of this study also found that the application of cross-cultural management in local wisdom is as shown in the matrix below:

Table 1
Cross-Cultural Core based on Local Wisdom

Cross Cultural Community	Local culture				
	Honesty	Firmness	Togetherness	Trust	Pride
Score	Instilling the value of honesty in life	Be firm in your attitude and actions	The feeling of the same fate	Belief in the value of local wisdom	Implementation of shame in behavior

Norm	Behave honestly in socializing	Courage to do wisely	Personality in attitude and behavior	Compliance with the truth that is believed	Assessment of self-esteem
Rule	Honesty as identity	Be firm in making decisions	Voicing common ideas and views	Cultivating the value of wisdom in obedience	Shows self-existence in attitude
Philosophy	Honesty as disclosure of the truth	Assertiveness as a bold personality	The relationship between mysticism and humanity	faith that is beneficial to the soul who is wise and wise	Self-expression becomes a wise human being
Principle	Honesty is very important in life	Be firm in telling the truth	Togetherness in achieving goals	Respect and belief in behavior	Self-esteem as the essence of local wisdom

Based on the research results from the above matrix, it is understood that cross-cultural application based on local wisdom is found there are several premises as follows:

1. The essence of value means instilling the value of honesty in life, assertiveness in attitude, feelings of the same fate, belief in local wisdom and implements the custom of shame in behavior.

2. The essence of norms means behaving honestly in socializing, having the courage to act wisely, having a personality, obedience to the truth believed and assessing self-esteem.

3. The essence of rules means honesty as one's identity, firmly making decisions, voicing common ideas and views, instilling wisdom values in obedience and showing self-existence in attitude.

4. The essence of philosophy means honesty as the application of truth, assertiveness as a courageous personality, inner and human relations, belief that is beneficial to a wise and wise soul and self-expression as a wise human being.

5. The essence of principles means that honesty is important in life, firm in expressing the truth, togetherness in achieving goals, respect and belief in attitude and self-respect as the essence of local wisdom.

These five premises produce a proposition, namely "local wisdom from cross-cultural communities built on honesty, assertiveness, togetherness, trust and self-respect". The more cultured a nation is, the more local wisdom will appear in its personality. Local wisdom is an important asset in the progress and development of a nation.

Based on the aforementioned proposition, it is found the postula of cross-cultural management based on local wisdom, namely "community culture based on local wisdom is the progress of national civilization". The meaning is that every society that has a diversity of local wisdom from across cultures provides the advancement of a nation's civilization.

Closing

Cross-cultural management is an important instrument that directs people to local wisdom, as the glue for the progress of a nation. The essence of cross-cultural management is to organize aspects of planning, directing, managing, organizing and controlling the cultural system that applies in society for the advancement of the nation.

The cross-cultural determinant system plays an important role in all aspects of life, so it is necessary to explore local wisdom that leads to the actualization of values, norms, principles, philosophy and principles to produce local wisdom culture. the result of a cultural system that is relevant to local wisdom found in society in the form of honesty, assertiveness, togetherness, trust and self-respect as important momentum in realizing the progress of the nation's civilization.

Bibliography

Ambrado, JF, 2016. Commitment Local wisdom in Survive of Company (pp. 289-308). Englewood Cliffs, NJ: Prentice Hall.

Barry, Roger, 2006. Development of Human Resource. Published by John Wiley and Sons, New York.

Christeward, Allince, 2014. Human Resources Management. Ninth Edition, Upper Saddle River, Prentice Hall, New Jersey.

Gary, Dessler, 2015. Human Resource Management. Prentice Hall, New York.

Houston, Robbins, 2016. Management and Organization. Published by Prentice Hall, New York.

Jeremy, McFanni, 2017. Local wisdom Management. Published by Library State, California.

Matulada, 2014. Cultural Development in Indonesia. Gramedia Pustaka publisher, Jakarta.
Narrow, Davis, 2016. Local wisdom and Management. Routledge and Kegan Paul, London.

Simmon, Junior, 2016. Local wisdom Theory: Structure Designs and Applications. Prentice Hall Int Ed. Englewood Cliffs, New Jersey.

Warsito, Hadi, 2017. Human Resource Management. Publisher Tarsito, Bandung

Weddrow, James, 2016. Organizational Behavior, Structure, Process. 3rd, edt., Dallas, Business Publications, Inc.

William, Harry, 2014. Human Resource Management. Published by John Wiley and Sons, New York.