

**ANALYSIS OF THE ROLE OF INDIVIDUALS AND BUSINESS TO INCREASE
PRODUCTIVITY THROUGH CULTURAL ORGANIZATION OF WORK
COMMITMENTS, ORGANIZATIONAL, SERVANT LEADER AND HUMAN
RESOURCES DEVELOPMENT IN DEALING ERA AEC (ASEAN ECONOMIC
COMMUNITY) 2015**

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ABSTRACT: *This study aims to provide answers to most of the corporate world and the business world on the issue of increased productivity through the dimensions of organizational culture, organizational commitment, as well as servant leadership and human resource development in the era of the Asean Economic Community in 2015, due to the observation and size outside the lot's values down to dimensions on Company productivity -Corporate, the more pemurunan value on productivity caused by an imbalance between leadership style and organizational culture and commitment arising from the individual, so that the level of productivity karyawanpun influence, and therefore researchers will examine issues very krausal to increase productivity levels through a variety of dimensions that influence to prepare the era of AEC Asean Economic Comunity 2015 and to increase productivity, especially in the organization and will examine the effect of productivity through organizational culture and commitment, human resource development for the era of AEC 2015 .Penelitian uses quantitative analysis and qualitative approaches to multiple linear regression analysis method, amous and using the software SPSS for Windows 20.0, of the findings are expected to be found positive results and can reflect the broader quality and certainty in order to help improve the level of productivity of the organization*

KEYWORD: Productivity, Organization Culture, Organizational Commitment, Servant Leader

INTRODUCTION

In the modern era and the era of technology like this, the quality of human resources and competence is a key element in the growth of an organization or a country. Human resources in the country Indonesia is a very valuable asset to help the growth of the country Indonesia, particularly in the world of business or industry, because there is need for an optimal management system so that the quality and quantity of human resources in the organization was really in accordance with the the need to boost business competition is getting tougher. Human resources is one of the main sources of development. The quality of human resources must be increased in line with the demands of the public service excellence. This shows that human

resources are the dominant role in all activities of the government and private organizations. In organizational life, man is one of the major dimensions of the organization (Schermerhorn, Jr., 1998; Thoha, 1996 and Indrawijaya, 1998) and became a central actor-source utilization of other sources (Sujak, 1990). That is how good the organization, complete facilities and working facilities, everything is not going to have any meaning in the absence of human activity set up, use and maintain. Thus the effectiveness of an organization in order to achieve the objectives will be strongly influenced by the quality of the organization's members (Fieldman and Aenold, 1985), especially the behavior of the members of the organization (Gibson et.al.1996). In achieving the goals of the organization with the proper and appropriate targets set, the role of the individual (human resources) is very important and is the key to the success of all activities of the working world. The use of human resources and attention focused and effective human resource development are higher, so as to bring the company to achieve its objectives in the face of the business world today. That requires also the right policy to maximize human resources in order to work more productive and better than ever. Increased productivity and efficiency are the main source of growth for sustainable development. Conversely, a high and sustainable growth is also an important element in maintaining the continuity of long-term productivity improvements. With the amount of labor and capital are the same, output growth will increase more rapidly when the quality of both these resources increases. Although theoretically the factors of production can be specified, measuring its contribution to the output of a production process are often faced with various difficulties. In addition, the position of man, either as unskilled labor and as a manager, of a production activity would also not the same as the machine or other production equipment. As it is known that the output of each economic activity depends on the man who carry out these activities, the human resources are the primary resources in the implementation of the company's activities. Therefore the above issues need to be addressed because of the dimensions mentioned in the study is very important to see the development of human resources in the era of AEC 2015.

MOTIVATION RESEARCH

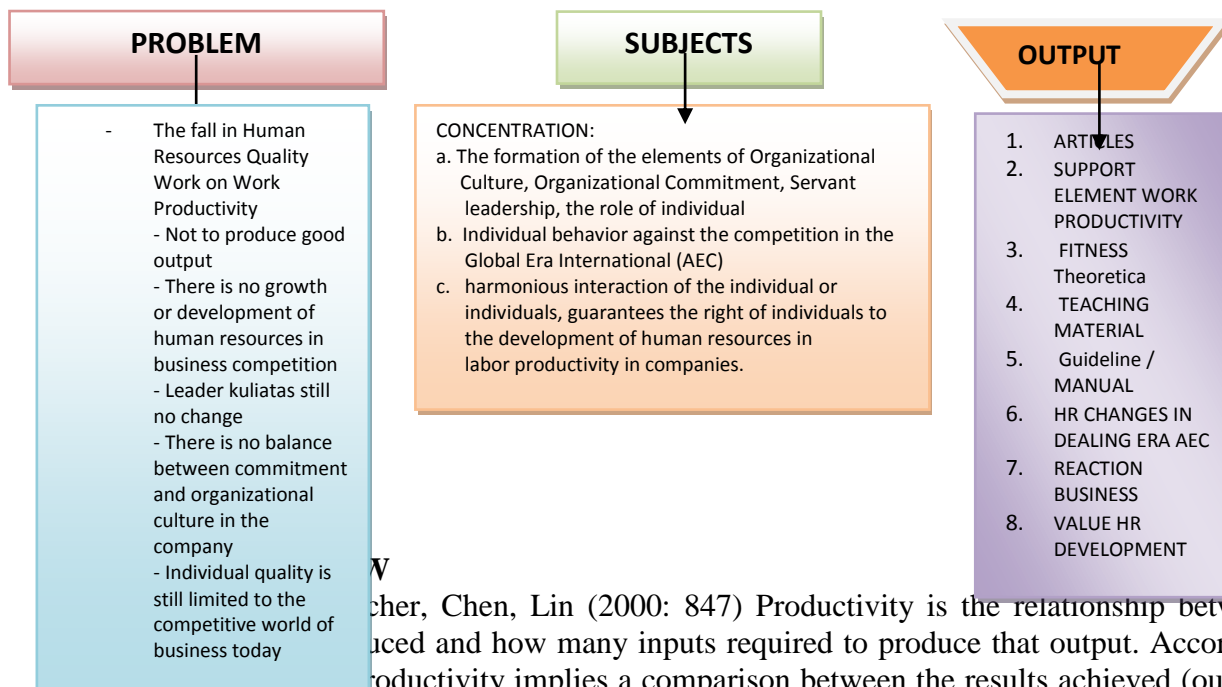
A fundamental premise on the basis of a productivity problem that has been generated and given to the organization is still considered low value, whereas the duty of the individual is to build and maintain the value of quality in work, the value of the trust leaders so that individuals can maintain productivity levels and may help the development of human resources in order to deal with global business competition. It is a fact how the local community resistance in looking at the world of business, in various places and times that appear on the surface of the companies that are considered not pay attention to aspects that support the existence of produktivitas. Some of the reasons that motivated to do research with analysis approach, the first is the advantage of qualitative and quantitative analysis itself which is a method of review that most concern the qualitative and quantitative approach that is objective. The greater the organizational commitment and organizational culture balance provided by the company to employees, the greater influence on the level of productivity.

OUTPUTS TARGET RESEARCH

The results of this study are expected to contribute theoretically through a rigorous analysis of the value of supporting the role of individuals, businesses through organizational culture and organizational commitment and servant leadership and human resource development in improving the productivity of labor to support the era of the AEC in 2015, in order to obtain the output factors affecting the level of labor productivity in the company. This research is also expected to prove as kebaruaran for the development of teaching materials related to human resource management. It is expected to help provide input and consideration for increased productivity in any company that suit the organization, and can provide an overview of the management in making plans and strategies well and targeted to manage the dimensions used to face the competition of business, future effectively and efficient. This study is expected to contribute to science and to Enterprises, the business community in making policies related to increased productivity in the face of business competition.

ROADMAP OF RESEARCH

Research on the Role of Individuals and business world to increase labor productivity through organizational culture, organizational commitment, servant leadership (Servant Leadership) and human resource development in the era of the Asean Economic Community in 2015, the research as follows



Chen, Lin (2000: 847) Productivity is the relationship between output and how many inputs required to produce that output. According to Chen, productivity implies a comparison between the results achieved (output) primarily to the overall resources used (inputs). In the book cost accounting and management

accounting for advanced technology and globalization, Supriyono (1994: 414) argues productivity are:

"Productivity relates to produce efficiently and specifically aimed at the relationship between outputs and inputs used to produce"

Meanwhile, according to private and Ibn Sukotjo Basu (1998: 281) Productivity is a concept that describes the relationship between the results (the amount of goods and services produced) with source (labor, raw materials, capital, energy, etc.) are used to produce the goods.

INDIVIDUAL /LABOR

According to Simanjuntak (1995: 74) argues labor is one of the factors of production in addition to the factors of production land, capital has an important role in supporting production activities in order to produce goods and services. Added demand for public goods and services will lead to increased employment permintaantenaga. Labor demand is called a derived demand, Karen asebagai changes in the demand for labor input ditentuksn by changes in demand for its output.

The larger the output generated permintaann greater the demand for labor. However, just the opposite occurs in small industries. The number of workers who use small industries are not affected by the target number of output produced. Small industry does not pay attention to how much public demand for products produced because it is supply oriented industry. In contrast to the large and medium industries have a business orientation that tends towards the market or demand oriented (Ananta, 1993: 159).

ORGANIZATIONAL CULTURE

In everyday life one will not separate from the environment. One's personality will be formed also by the environment and that the personality leads to positive attitudes and behaviors must be supported by a recognized norms of kebenanrannya and adhered to for guidance in action. Basically man or someone who is in the life of the organization seeks to determine and establish something that can accommodate the interests of all parties, in order to carry out their activities are not in conflict with the attitudes and behavior of each individual. Something that is none other than the culture in which individuals are located, such as values, beliefs, assumptions, expectations and so on.

Glaser et al. (1987); Organizational culture is often described in terms of shared. Patterns of beliefs, symbols, rituals and myths that developed over time and serves as the glue that holds the organization. The diverse forms of organization, of course, have different cultures this is simply because the environment is different organization also such services company, manufacturing and trading. Hofstede (1986: 21); Culture is the interaction of the various characteristics affecting the habits of groups of people in their environment. According to the Beach (1993: 12); Culture is at the core of what is important in the organization. As the activity of giving orders and prohibitions, and describe something that is done and not done that govern the behavior of members. So culture contains what should be done or not to do so can be regarded as a guideline that is used to run the activities of the organization. Basically,

organizational culture within the company is a tool to unite every individu who perform activities together. Kreitner and Kinicki (1995: 532); suggests that culture is the glue social orgainsasi considering members of the organization. It seems that a characteristic or personality varies from one person to another person can be incorporated into an organization's strengths, the need for social prekat.

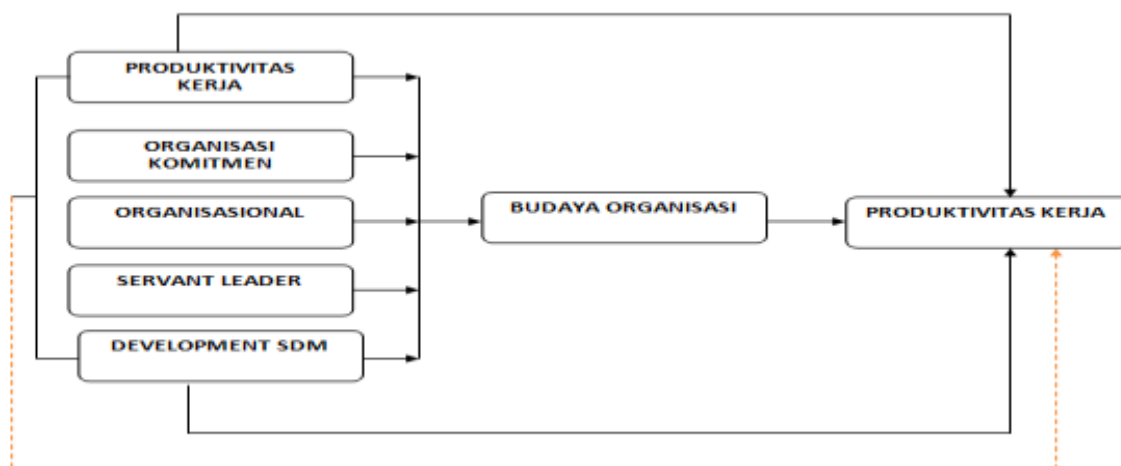
ORGANIZATIONAL COMMITMENT

Organizational commitment can be defined in two very different ways. The first method proposed by Mowday, Porter, and Steers, 1982; Porter, Steers, Mowday, and Boulian (1974) and the second method proposed by Becker (1960). According to Porter, et al (1974) is a strong recognition of commitment and engagement of a person in a particular organization. On the other hand, Becker describes the commitment as a tendency to be bound in a consistent line of activity because it considers the cost of implementing other activities (stop working) (in Panggabean, 2004).

SERVANT LEADER

In the book Greenleaf (Spears, 2004) said that the servant leader is a leader who prioritizes service, begins with the natural feeling of someone who wants to serve and to prioritize services. Selanjutnya consciously, this option brings aspiration and encouragement in leading others. This difference is evident from the attitude presented by the waiter, the first is to feel confident that the highest needs of others are met. The main purpose of a leader, servant leader is to serve and meet the needs of the other party, which optimally should be the primary motivation of leadership (Russell & Stone, 2002).

Figure 1 : Conceptual Framework Research Model



DATA AND METHODOLOGY

The method used in this study is a qualitative method, with a model case study approach (case study). Shaughnessy et al (2007, h.352) explains that the case study is a starting point for researchers who are entering the field of research is still relatively little known. Basing on the phenomena or symptoms of the issue of communication limitations of the children with autism, from where the researchers moved to see and focus on how the productivity, organizational culture, organizational commitment, servant leader and human resource development.

METHOD OF COLLECTING DATA

Data collection techniques used in this study is consistent with the principles of data collection in three case studies, namely:

Using Triangulation Method

1. Interviews.
According Poewardi (2001, h.75), interview is a conversation that is geared to achieve certain goals.
2. Observation.
Observation is the deliberate and systematic study of social phenomena and phenomena of nature, with the observation and recording (Kartono, 1996, p. 157). The goal is to understand the characteristics and extent of the significance of the interaction of the elements of human behavior in a social phenomenon which is too complex, in particular cultural patterns.
3. Document.
Completeness of information from the field is supported by the finding that some important documents related to the state or condition of the subject of research. Researchers are trying to find some important documents related to the condition of the subject of the case
4. Creating A Case Study Database
As in many types of data collection methods such as; interview, the data (data base) in this case study using a tape recorder using the MP3 player, recording interviews and field notes from the observation.
5. Creating a Data Delivery Chain
In this study, the researchers created a chain between the data obtained from some of the information obtained from interviews, observations and other data, so it can be used as a scenario by readers and other researchers.
6. Information analysis
After the researchers took to the field for collecting information about the cases studied, the next step is to analyze the information. To perform the analysis of information, researchers conducted the following steps (Widodo, et al.2005): (1) Create and Organize Data already collected, (2) Reading the Data Thorough Already Set, (3) Description of Case Analysis, (4) Agreeasi categorization, (5) Patterns - Patterns Category, (6) Interpretation , (7) Generalization naturalistic.
7. verification of Data

According Lincoald and Guba (in Nasution, 1996, h.105-122) there are several steps to assess the level of trust information in a qualitative research, among others:

8. Credibility (*degree of confidence*) Several ways can be done to see to it that the results can be trusted, among others: triangulation, direct participation in the field, involves peer review and peer debriefing, using reference materials.
9. Transferability (*Power Transfer*) The transfer value with respect to the question, to what extent these results can be applied or used in other situations observation and documentation, the base (Nasution, 1996, pp. 118-119). Dependability (Consistency Power) The main techniques for assessing the dependability is to conduct an external audit, which invites consultant or editor who understands qualitative research methods to examine the process and results of the study (Nasution, 1996, pp. 119-120).
10. Confirmability (*Neutrality Power*) Confirmability derived from the concept of "objectivity" in the tradition of non-qualitative. In qualitative research, the researcher should attempt to minimize the subjectivity factor. Confirmability can be achieved by checking and thorough search of the research back.

DISCUSSION

In business competition did we have to pay attention to in terms of leadership in it that can be escorted from the roles of individuals so that human resources can implement organizational culture well as the development of human resources in an organization, in addition to the commitment to be possessed by every individual in order to increase productivity, in achieving good results, if at any company can apply the above dimensions properly it will increase the level of productivity also in the organization, if productivity rises will affect the look of a significant human resource development in the era of the AEC in 2015, any business competition if not addressed in terms of culture and human resources development, the company will not be able to compete with other countries. In the context of government leadership in Surakarta, the election of Ir. H. Joko Widodo (Jokowi) as mayor of 2005-2010 dilanjutkan leadership of the second period from 2010 to 2015 is expected to change and become a symbol of enlightenment progress of Surakarta. With the icon "Serial Without Corruption" suggests the existence of leadership with vision. From the side of the government bureaucracy trying to make programs "cleansing" in various related agencies. While the other side intensively make approaches to the public is evidence of concern with subordinates. (Muladi W, 2000). The success of the program reallocation of street vendors (PKL) Klitikan Banjarsari by peaceful means is one form of factual leadership transformation services received Solo residents. Further development of creative ideas successfully aggregated well as vision and results of synergies and kolaborasi with the community.

Creative work in the city of Solo realized through a series of public spaces retailisasi program with community involvement, such as Balekambang Park, Sriwedari Park, and Tirtanadi, change the slow lane at Jalan Slamet Riyadi along 3 km to Citywalk, pedestrian walk where people comfortably. "In any development occurs social learning. We must be patient and understand that the level of civilization of a new society like that," said Jokowi that gets a lot of comparisons trip abroad when an entrepreneur. (Kompas, July 15, 2009) People have diverse

perspectives to assess the leaders, on the other hand the leader choose their own style of leadership in carrying out the mandate. In kerjakerja development, the work of a leader is essentially the result of the collective work that does not stand alone. A leader will be seen as a technocratic bureaucracy / politics based on their ability to lead and aggregating ideas into collective kerjak in bureaucratic and society.

People choose a leader is not just lifting people as technocrats who run the routine work and government bureaucracy. People choose a leader in the hope the presence of the change, the presence of repair, the migration of a state, more specifically, is the emergence of a real difference. Leaders who are not able to bring a change towards a better direction is not always a leader who failed, but people will run out of patience and tend to shift support to other leaders who promised change, more particularly who has a track record changes that make a difference. Jakarta public view to the image built Jokowi not instant. His work in the city of Solo gain appreciation not only wong solo, but reflect a general view showing a positive performance against a number of changes were made in the city of Solo. Although as a collective work of bureaucracy are major work during 8 years of leadership Jokowi in Solo which is far from finished / half-way (Sri werdari, Juruq Park, Klewer Market, Fort Vasterburg, Car SMK, Development solo northern region, etc.). Not a coincidence Jokowi choose berkoalisi with the people, the leader is need of the people, not the people who need a leader. To gain the support of the people of the most intelligent way to invite people of various dreams of environmental improvement and dignity. Where People who did not want to reduce poverty, which people want in the lift is NO har kat life that had been living on the edge of the river and prone to disasters. Sharing the role of a dynamic solution for the people, not the concept of comprehensive development within the populace.

Bercoliation to reflect efforts to become part of the people themselves. Developed in close cooperation with the people and barely within the community make the most of the sense of belonging in the rate of motion of the changes made. Coalition with the people putting ditengah community leaders, not symbolically (pseudo) but in fact work hard, reducing the work behind the counter, and asked the public to be part involved in the construction to determine the direction of development. This nation needs more figures servant leaders (Gus Dur, JK, Dahlan Iskan, etc.). Jokowi candidly stated that it was her job as a leader is to serve its people. This attitude is not a political promise, but became a model and style of leadership. Firmness and courage to change the paradigm of bureaucracy in Solo will be repeated in Jakarta. The best choice in the city government bureaucracy is to follow the model of leadership serving, size.

CONCLUDING COMMENTS

In increasing productivity we have to pay attention not escape from the existing organizational culture in the company in order to achieve good goals, as well as the commitment of the respective employees in supporting the success of the Organization, in addition to the leadership style melayanilah required every employee to be able to support also for human resource development, so that the level of productivity in the organization will increase rapidly as expected if the productivity of the organization and will meningkatkan the company or organization is ready to prepare for facing increasingly fierce business competition is much less in the face of the international market will be done in 2015, the role of individual good will

affect the level of produktivitas so in the era of AEC ASEAN Economic Community by 2015 with siggap.

The leader is the core of management. This means that management will be achieved its purpose if there is a leader. Leadership can only be undertaken by a leader. A leader is someone who has the leadership skills, have the ability to affect the establishment / opinion of the person or group of people without asking reasons. A leader is someone who actively make plans, coordinate, conduct experiments and lead the work to achieve the goal together. Leadership is influencing the behavior of the activities of others to cooperate to achieve a certain goal. The definition contains two very important basic understanding of leadership, namely Influencing the behavior of others. Leadership in organizations geared to influence people they lead, to want to do as expected or directed by people who lead it. To implement management in an organization is necessary to leadership characteristics do not differ with leadership to achieve quality. Management is applied within the organization who viewed the task organization is not merely carry out routine tasks, the same day the next day. All pre-determined standards, and if the performance is already compliant then bereslah everything. Management also recognized standards of performance, but the difference between these standards are dynamic, meaning that the standards can always be improved. Thus allowing an increase in the quality of ongoing basis. For that require management leadership mempu-housekeeper characteristics rather special as it will be discussed below. So in the face of competition Business Asean Economic Community in 2015 not to miss because of the strength of a leader that could affect aspects of organizational culture, organizational commitment, individual roles of respective companies and can oversee the rate of change and development of human resources so as to increase employee productivity, if labor productivity goes up will increase the value of the company's profits in the face of business competition in the field of business.

ADVICE

A leader is someone who actively make plans, coordinate, conduct experiments and lead the work to achieve a common goal. Characteristics of a leader is based on the principles of lifelong learning, service-oriented and bring positive energy. So to become a leader must have the knowledge and the soul of a leader.

Management leaders are not trying to focus on her leadership, but leadership will spread it to others, and leaving only to him who is to be held by a leader. Leadership is meant decisions and influence on others. Capturing organizational wisdom remains with the top leadership, and other operational or technical nature distributed to other persons in accordance with the position and duties. The balance between organizational culture and organizational commitment and leadership is essential in creating human resource development so that productivity can be seen well to face competition in the business including AEC 2015 ERA.

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