

Research Article

Analysis of Personal Values and Work Culture of Sundanese and Javanese Employees (Case Study of Employees in West Java)

Allya Roosallyn Assyofa*, Moch. Malik Akbar Rohandi, Rusman Frendika

Universitas Islam Bandung, Bandung, Indonesia

ORCID

Allya Roosallyn Assyofa: <https://orcid.org/0000-0003-2329-0429>

Moch. Malik Akbar Rohandi: <https://orcid.org/0000-0003-2349-6347>

Abstract.

West Java has a quite dense population, 65% of the population in West Java are Sundanese. In addition, there are also other tribes, namely the Javanese, which are also found in many areas in West Java. This study aims to analyze differences in employees' personal values and work cultures based on Sundanese and Javanese ethnicity in West Java. The determination of the two tribes is because most of the population in West Java Province are Sundanese and Javanese. The specific objectives of this study are to analyze the differences between Sundanese and Javanese employees in 1) the hedonistic values, 2) the value of empathy, 3) the value of self-actualization, 4) the integrity, 5) professionalism, 6) satisfaction, and 7) exemplary. The data analysis technique used in this study was descriptive and two-sample independent non-parametric test with the Mann-Whitney, Kolmogorov Smirnov, and Run Woldfowitz tests, using the SPSS version 25. Sample analysis was carried out using criteria consisting of 75 employees of private sector companies using questionnaires in West Java, including Bandung, Purwakarta, Karawang, Subang, and Cianjur. The output of this study indicates that Sundanese and Javanese employees in West Java have different but equally good personal values and work cultures. The personal values consist of 3 main dimensions – namely hedonism, empathy, and self-actualization, while the work culture consists of integrity, professionalism, satisfaction, and exemplary. The most significant difference is shown in the dimension of integrity where the Sundanese show adherence to company rules, while the Javanese are more honest at work.

Keywords: Ethnicity; personal values; work culture

Corresponding Author: Allya
Roosallyn Assyofa; email:
roosallyn.allya@gmail.com

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1. INTRODUCTION

Based on data from the Directorate General of Population and Civil Registration (Dukcapil) in June 2022, West Java's population reached 48.64 million. The portion of this amount exceeds 17% of the total population of Indonesia [1]. About 65% of the population in West Java are Sundanese who also live as natives in West Java. West Java is the heart of Sundanese culture or commonly referred to as Tatar Sunda/Pasundan. In addition,

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there are several other ethnic groups who also live in the West Java area, the Javanese, Betawi, Minang and Batak.

One of the things that characterizes the differences between various ethnic groups is the value that is owned by each ethnic group. Values are believed to have a major influence on affective responses and individual behaviour [2]; and changes in values can often be the reason for various social problems, employee problems in the workplace and an increase in unethical business practices [3].

Personal values are defined as beliefs about the internalization of behaviour which is the impact of how an individual interprets information. Values are very important for explaining organization and social and personal change. Values are used to characterize society and individuals, to track changes over time, and to explain the motivational basis of attitudes and behaviour [4].

At the organizational level, values are seen as a major component of organizational culture and are often described as principles that play a major role in the successful management of several companies. Work culture is a system of values, norms, guidelines for organizational members to achieve organizational goals [5]. Work culture is a view held by employees or members of an organization which in principle comes from the organizational culture where they work [2]

Work culture has a role in binding employees to always work in order to achieve high success. Someone may show the same behaviour in different situations with the same work culture every time. In essence, every employee of various ethnicities, including the Sundanese and Javanese, has a desire to achieve harmony and suitability at work.

The purpose of this research is to analyse the Personal Values and Work Culture of the Sundanese and Javanese employees in West Java as the two ethnic groups that make up most of the population in West Java.

2. THEORETICAL CONCEPT

The social identity (including cultural identity) that individuals influence the values they hold across cultures [6]. The new findings show that self-construal is not completely dichotomous but is present simultaneously in individuals. This proves that individuals can have multiple selves. Identity refers to social groups in which individuals see themselves as part of that group. Regional ethnicity or cultural identity is individuals' psychological membership in a distinct culture. Example: I am Indonesian, I am Javanese,

I am Padang. Certain cultures are sometimes characterized by certain characteristics or indigenous personalities. Everyone grows up in a unique cultural environment. The environment forms, binds, and prints a person's definition of himself. Thus, self-concept is a product of culture, or inseparable from the cultural worldviews adopted by a cultural group. Cultural worldviews affect how a person's self is formed.

Rokeach's research suggests that value is an enduring belief - a particular mode of behaviour or end of expression-existence is personally or socially preferable to the opposite or opposite mode of behaviour or end of expression-existence. [7] define value as internalized beliefs about appropriate behaviour; this impact (among other things) how an individual interprets information.

While Schwartz defines values as personal determinations, trans-situational goals, which vary in importance, serve as people's principles of life. Based on these definitions, it can be concluded that personal value is self-conception in viewing one's existence to carry out a good or bad action, either consciously or unconsciously, which influences one's behaviour.

There are three concepts of personal value relationships, i.e: as personality characteristics [8] as value differences [4] and as self-interpretation [9]. While Schwartz [10] defines personal values as setting trans-situational goals that vary in importance, which function as principles of people in life that include Self-enhancement, Openness to change, Self-transcendence, and Conservation.

Kahle simplified Rokeach's list of values for nine single values, and classified them into three categories:

Hedonistic Value (seeking sensation, pleasure and happiness in life, desire to build warm relationships with others)

Empathy Value (self-respect, respect for others, seeking security, sense of belonging)

Self-Actualization Value (personal development, sense of accomplishment)

Work culture is a system of values, norms, guidelines for organizational members to achieve organizational goals [10]. Robbins and Judge [11] wants to explain that work culture is a guide given to employees as a guide for carrying out activities to achieve goals. According to Sutrisno organizational work culture describes an atmosphere or concept that governs employee beliefs or behaviour based on the ideology and principles of an organization.

The dimensions of work culture can be classified into nine parts, namely: (1) Motivation, (2) Independence, (3) Creativity, (4) Loyalty, (5) Discipline, (6) Integrity, (7) Openness, (8)

Togetherness, and (9) Professionalism [12]. While the dimensions of work culture consist of: (1) Attitude towards work, and (2) Behaviour at work [13]. The dimensions of work culture used in this research are based on Moeljono's opinion, stating that there are four dimensions of work culture which include: (1) integrity, (2) professionalism, (3) satisfaction, (4) exemplary [13].

3. METHOD

The research method used is the survey method, which conducted on large and small populations, but the data studied is data from samples taken from these populations, so that relative incidence, distribution, and relationships between variables are found. This type of research is quantitative, namely research that uses quantitative data (data in the form of numbers or extrapolated data). While the purpose is descriptive and comparative, to describe the differences in things that are happening currently and to test the truth of existing knowledge [14].

The data analysis technique used in this study is non-parametric descriptive and inferential statistics which are part of inferential statistics that do not pay attention to the value of one or more population parameters. In general, the validity of nonparametric statistics does not depend on the specific probability model of the population [14]. using the Mann-Whitney, Kolmogorov Smirnov, and Run Woldfowitz different test analysis tools, using the SPSS v 25 analysis tool. Analysis of a sample of 150 was carried out using criteria consisting of from employees of private companies in West Java.

4. RESULTS AND DISCUSSION

In a multicultural work environment, understanding cultural differences and personal values of employees is very important. Culture and personal values influence the way of interacting, working together and achieving common goals in an organization. In this report, we will analyze the differences in personal values and work culture between Sundanese and Javanese employees.

According to [15] the Sundanese, who are one of the ethnic groups in Indonesia who inhabit the area of West Java and its surroundings, have several personal values that are commonly found in Sundanese employees, such as:

1. Togetherness (*gotong royong*): The value of *gotong royong* is very strong in Sundanese culture. Sundanese employees tend to prioritize cooperation and help each other in achieving common goals.
2. Polite (*sopan santun*): Sundanese employees generally prioritize politeness and courtesy in interacting with co-workers. Respect for fellow employees is a value that is upheld.
3. Humility: Sundanese employees tend to have a humble attitude and do not like to show off their achievements. They focus more on hard work and contributing without expecting praise.

Meanwhile, according to [16], the Javanese as the largest ethnic group in Indonesia who inhabit most of Java Island, have personal values that are commonly found in Javanese employees, such as:

1. Hard Work: Javanese employees are known for their hard work spirit. They tend to have high dedication to work and try to achieve maximum results.
2. Harmony: The value of harmony in Javanese culture is very important. Javanese employees tend to prioritize cooperation and avoid conflict in the workplace.
3. Respect for Authority: Javanese employees have a strong value in respecting authority and established rules. They tend to follow organizational hierarchies with high discipline.

Based on the results of research that has been done in comparing the two tribes that inhabit the island of Java, researchers have distributed questionnaires to 150 respondents in West Java which were carried out on employees of private companies in West Java, including: Bandung 30 employees, Purwakarta 30 employees, Karawang 30 employees, Subang 30 employees, and Cianjur 30 employees.

Overall, 50% of the respondents were from the Javanese and 50% from the Sundanese, consisting of 55.33% male, this is in accordance with data from the Central Bureau of Statistics in 2023 which states that in West Java the male population is more men than women with a ratio of 105.56%.

This descriptive analysis is based on the variables and dimensions examined in this study where the personal value variables are the dimensions of hedonistic values, empathetic values, and self-actualization. While on the work culture variable with the dimensions of integrity, professionalism, satisfaction and exemplary.

The comparison of hedonistic values between the Sundanese and the Javanese has an equally good value, with the Javanese having a greater value of 2.82 while the Sundanese is 2.80. In this dimension, there are equally good values in the statement that they are happy with life in rah-rah, this is because these two tribes prefer to enjoy the results of their hard work rather than having to live life wasting money.

The value of empathy shown by the two tribes on the island of Java to fellow employees has a good assessment with a greater value owned by the Javanese of 3.13, this shows that the Javanese are more able to understand their own condition and are sensitive to their surroundings.

The self-actualization carried out by the two tribes has a good rating with the highest score in the Javanese tribe with a value of 3.04, this shows that the Javanese have a tendency to do better creative things to get self-satisfaction and they are aware of their own potential.

Overall, the personal value of the Javanese is better than the Sundanese with a score of 2.99, the Sundanese have the advantage of being easily touched by the feelings of other people's conditions.

Based on the values in the work culture, it shows that the work integrity of the Javanese has a very good rating with a value of 3.33. This is supported by statements regarding honesty at work, responsibility for work and humility towards others which have a very good value while useful statements for others and complying with company rules have good value.

The assessment of the professionalism dimension shows that both the Sundanese and the Javanese have a good rating with a better rating on the Javanese with a score of 3.22. This professionalism provides a measurement of the ability and quality of work as well as expertise in using the infrastructure provided by the employer.

The two tribes both gave good ratings on the satisfaction dimension, with the Javanese having the largest score of 2.84, while the overall indicators assessed showed that the Sundanese had a greater value in the statement of suitability for work with skills.

The Sundanese and the Javanese both provide good exemplary values for the employees around them, with the Javanese having the highest score of 3.08. Exemplary will emerge if individuals who have a positive influence demonstrate behaviors and values that are respected and followed by team members or co-workers. By showing

good behavior and values, they can form a strong work culture and motivate others to achieve common goals [17] ;[18].

This descriptive assessment shows that the assessment of work culture owned by this company has an equally good value, but the Javanese have a better score of 3.12. The Sundanese have advantages in terms of having skills appropriate to their work.

Considering personal values and work culture, it shows that the Javanese are better than the Sundanese with a score of 3.06 and 2.85 which are categorized as Good.

TABLE 1: Test Statistics^a.

Test Statistics ^a		
		Work Culture
Most Extreme Differences	Absolute	,347
	Positive	,347
	Negative	-,013
Kolmogorov-Smirnov Z		2,123
Asymp, Sig, (2-tailed)		,000
a, Grouping Variable: SUKU		

Based on the table above shows the value of Asymp, Sig (2 tailed) or P Value of 0.000 <0.05. If the p value <critical limit of 0.05, it can be concluded that there is a significant difference between the two cultures. or which means H1 is accepted.

TABLE 2: Test Statistics^{a,b}.

Test Statistics ^{a,b}				
		Number of Runs	Z	Asymp, Sig, (1-tailed)
Work Culture	Minimum Possible	14 ^c	-10,159	,000
	Maximum Possible	56 ^c	-3,277	,001
a, Wald-Wolfowitz Test				
b, Grouping Variable: SUKU				
c, There are 6 inter-group ties involving 76 cases,				

Based on the table above, it shows a significant value or P value of 0.000 <0.05. If the p value <critical limit is 0.05, it can be concluded that there is a significant difference between the two tribes. or which means H1 is accepted,

The number of runs can be seen in the Number of Runs column and Wald's value in column Z. It appears that the Significance values for both possibilities are 0.000 and 0.001. Both are below 0.05 which means that there is a difference between the Sundanese and the Javanese.

The results above show conformity with research by Avolio [18], Abdurrahman [19] and Frendika [20] which also states that although there are differences, by showing good behavior in the workplace in a multicultural work environment it can strengthen teamwork.

Although there are differences in personal values and work culture between Sundanese and Javanese employees, according to Rahayu and Nurmalasari [19] there are also several similarities that can strengthen collaboration in a multicultural work environment, such as:

Sincerity: Both Sundanese and Javanese employees value sincerity in working and interacting with colleagues.

Discipline: Employees of both cultures value high discipline. They tend to value time and responsibility towards work.

Work Ethic: Sundanese and Javanese employees have a strong work ethic. They generally have high motivation in achieving targets and meeting organizational expectations.

5. COCLUSION

In this research, after analyzing the differences in personal values and work culture variables between Sundanese and Javanese employees, with due regard to personal values and work culture as follows:

The hedonistic assessment of Sundanese and Javanese employees gives an equally good assessment, with the same highest score on the indicator of being happy with fashion.

The Empathy value of the two tribes shows an equally good assessment, with the Sundanese having an advantage in thinking about feelings for other people's conditions while the Javanese have an advantage in self-awareness.

In terms of self-actualization value, it shows a cumulative equally good assessment, where the Sundanese have the best score on their tendency towards creative activities while the Javanese have a level of awareness of their own potential.

Employee integrity shows that the Sundanese have good ratings while the Javanese are very good, with the best value the Sundanese are in compliance with company rules while the Javanese are in upholding honesty at work.

The professionalism of employees shows that the Sundanese and the Javanese have equally good ratings and have good abilities at work.

Employee satisfaction shows that the Sundanese and the Javanese have equally good ratings, the Sundanese have the highest score on acceptance of the award policy while the Javanese have the highest work ethic.

The example of employees shows that the Sundanese and the Javanese have an equally good rating with the highest score being the Sundanese, namely being fair to co-workers while the Javanese maintain authority in front of co-workers.

This is also reinforced by the results of the Mann-Whitney, Kolmogorov Smirnov, and Run Woldfowitz tests which state that there are indeed differences in characteristics between the two tested tribes. Nonetheless, a good understanding of these differences can help create an inclusive and harmonious work environment.

This research is limited to employees who work in 5 major cities in West Java. The results of the research show that both the personal values and work culture of Sundanese and Javanese employees are in good condition, only the two tribes have different characteristics of superior values and culture in each tribe.

Further research can be carried out by expanding the scope of the research object, for example, increasing the number of tribes studied or researching other provinces in Indonesia.

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