

Identity of Women as Informal Leader to Innovation

Study at Fifgroup

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Abstract: Growth and development of organizations through innovation and improvement basically require the involvement of all members of the organization including women. The fact that the development of the organization is dominated by men when the contribution of women also cannot be underestimated. The gender concept according to UNESCO, gender roles and relationships is dynamic because it is strongly influenced by context, time, and change. Changes are included in the type of work as well as the person doing the work, in the case of a person who has the capability of doing a job and contributing to change, the development of the company ideally has equal opportunities both men and women whether from economics, education, position or as an innovator. Women can prove and contribute to the development of the organization through innovations whose members consist of men and women regardless of sexual domination. This study was conducted in FIFGROUP in April - May 2018 during the competition period of ideas for personal idea category with the total number of innovation titles 5803 and 1302 titles of innovation contributed by women, in this case, the contribution of women reached 28%. The method used in this study is the quantitative method of FIFGROUP Innovation Award 2018 submission project period. Benefits expected to know the effect that women can contribute to innovation are through gender, education level, employee level. Practical implications for knowing the role of women as informal in innovation while for communication science to know the correlation of organizational communication to women, opportunities and innovation.

1 INTRODUCTION

Growth and development of organizations through innovation and improvement basically require the involvement of all members of the organization including women. The fact that the development of the organization is dominated by men when the contribution of women also cannot be underestimated. The gender concept according to UNESCO, gender roles and relationships is dynamic because it is strongly influenced by context, time, and influenced by context, time, and change. Changes are included in the type of work as well as the person doing the job, in the case of a person who is capable doing a job and contributes to change, the development of the company ideally has equal opportunities both men and women whether from work, position or as an innovator.

Gender equality according to the ILO (2000) is a condition in which women and men have equal conditions to realize their full human rights and to be able to contribute to, and benefit from, educational, health, economic, legal, social, culture and politics. It can be concluded that gender equality is equal to the fulfillment of rights, opportunities and fair treatment by men and women of all age groups at all stages of life and work on the basis need. In Indonesia a derivative of gender equality measures by the Gender Equality and Justice Index (IKKG). In the economic participation aspect of IKKG (IKKG, 2010) the low economic participation of women and the gender gap is not reduced.

The achievement of gender equality and justice development in 2007-2010 period still has not shown an optimal result, the achievement of economic development in men has reached 50.5

percent while in women only 33.1 percent in 2010 resulting 17.8% gap between men and women.

In terms of this innovation, anyone can contribute ideas that suitable with the needs of the organization. Innovation has four characteristics, namely: having a distinctive idea, there are elements of novelty, has a planned program and has a clear goal and strategy. From the characteristics, it is necessary to process a program delivery with good communication between innovator and audience. Innovators are currently dominated by men but that does not mean women have no contribution. The research data shows that women have 29% share of innovation idea means that women still have 21% higher gap than national gender gap based on 17.8% IKKG data. Why can the portion reach 29%? What are the obstacles? What is the idea factor, the purpose of the innovation, the identity of the innovator or how to convey the message?

The theory of identity (Sheldon Stryker, 1980) focuses on interrelationships between individuals with larger social structures (societies) structural perspectives, especially role theory. But he also gave little criticism of the role theory that he thinks it is too insensitive to individual creativity. Stryker's theory combines role concepts (from role theory) and self-concept (from the theory of symbolic interaction). For each role we show in interacting with others, we have our own definition of ourselves, which Stryker calls the "identity". If we have many roles, then we have many identities. Our behavior in a form of interaction, influenced by the expectations of our role and identity, as well as the behavior of the parties that interact with us. In the essence, the theory of symbolic interaction and identity occupied the individual as an active party in determining his behavior and building social expectations. The interactionist perspective does not deny the influence of social structures, but if only social structures are seen to explain social behavior, then it is inadequate.

Identity in communication and shaping the social world undertaken by women is certainly different from the way of men. Including in communicating the ideas of women has a special trait with it can be learned on the theory of communication management or Communication Privacy Management Theory - CBM is a theory that is rooted in the assumptions how an individual thinks and communicates as well as assumptions about human nature. CPM embraces aspects of regulation and various theories or metatheories. To achieve this goal, the CPM theory proposes five basic assumptions: private information, private

constraints, controls and ownership, rule-based management systems, and management dialectics.

So, in making choices and rules about what to say and what to keep from others based on important criteria such as culture, gender, and context. This CPM theory is a theory that supports the assumptions of relational dialectical theory. Communications privacy management theory (CPM) is interested in explaining the process of negotiating people around the opening of private information. This theory does not limit this process only to self, but it extends to include many opening levels including groups and organizations.

2 METHODS

The research is conducted at PT. Federal International Finance (FIFGROUP) a Consumer Financing company and member of Astra International. The study took place in March-May 2018 with employee research variables including gender, position and education at FIFGROUP.

2.1 Data Collecting

The method used in this study is the quantitative method of FIFGROUP Innovation Award 2018 submission project period with the data of March - May 2018 as many as 5803 employees submitting personal category idea proposal. The variables observed were the number of proposals of ideas sent by men and women, positions and length of work.

This research uses quantitative research method. A quantitative method is a research approach that uses systematic observation to examine human behavior and draw conclusions based on observations (Jalaluddin Rahmat, 2016).

2.2 Rank Spearman and Pearson Correlation Analysis

The analysis method used is Rank Spearman and Pearson correlation analysis (Slamet Yulius, 2013). The results of this study are as follows; (1) There is a strong real relationship between the number of ideas of innovation and gender, indicated by the value of the correlation coefficient of $(r_2) = 1$. This result indicates that the more ideas of innovation, the higher the number of women contributing to ideas and the fewer innovation ideas indicate the lower contribution of women. (2) There is a very strong negative relationship between the observation of the number of personal innovation ideas and the number

of ideas from women, indicated by the correlation coefficient of $(r^2) = -0.082$. These results indicate that independent variables are strongly correlated in opposite directions with the number of ideas sent as dependent variables, or the smaller number of ideas of innovation seen indicating the less female contribution of ideas.

- Based on the facts in the field and discussion, there are several initial hypotheses which state that:
- Women's contribution to innovation is lower than that of men.
 - The influence of women's groups or positions as informal leaders in terms of innovation is smaller than that of men
 - The level of education influences the way women communicate as informal leaders in innovation.

3 RESULTS AND DISCUSSIONS

Equality in the economy of women is manifested in the same opportunity and treatment in employment. Jobs that demand optimum performance in order to promote organizational growth and development including innovation. Innovation is etymologically derived from the word innovation which is a renewal or a new change including discovery, development, duplication and synthesis.

According to KBBI, innovation is the ability to create or process the emergence of new ideas. Meanwhile, according to its definition as a new idea, innovation can be applied to initiate or improve a product or process and services (Stephen Robbins, 1994). Innovation is the deliberate introduction and application of new ideas, processes, products, and procedures to units implementing them, designed to benefit individuals, groups, organizations and the broader community (West and Far, 2012).

Of several factors, there are two things that tend to affect the achievement of innovation, the identity factor and the way women convey the message. Stella Ting Toomey (Little John, 2009) explains identity by exploring ways in which identities are negotiated in interacting with others. Identity is a self-image or reflection formed through negotiation expressed, modified or challenged the identification of ourselves or others.

Here, identity is a characteristic that is more related to each of us that was initially studied in interaction with the closest person is family. In the critical tradition of Ting - Toomey the essence of identity as a stable category, the full range of proof is based on the markers of sex, race and dimension classes contained within the individual.

Reinforced by Sandra and Petricia Hill Collins in standpoint theory (Little John, 2009) examines how an individual's life affects individual activity in understanding and shaping the social world. A viewpoint that takes in to account the diversity in women's communication by understanding the differences in the beneficial qualities that women bring into communication and the different ways in which they operate in practice. Based on existing theory, the concept of identity is the characteristic, self-reflection image and our relationship with others in communicating and shaping the social world including in groups or organizations.

A study was conducted on 5803 employees who submitted innovation idea competition from March to May 2018. Results from the study stated that of the total number of employees 16945 people consisted of 14342 men and 2602 women or with a ratio of 82% and 18% female or 2603. While the idea of innovation donated by men as much as 4501. Percentage of female employees reached 18% but for the percentage of ideas produced women to the female population reached 50% or 29% of the total employee population. This reflects that women have a strong contribution and interest in innovation that has been in the dominance of men.

Table 1. Total of Employees vs. Total of Innovation Ideas

GENDER	TOTAL OF EMPLOYEE	TOTAL IDEA	EMPLOYEE VS IDEA	BY TOTAL POPULATION
FEMALE	2603	1302	50%	22%
MALE	14342	4501	31%	78%
	16945	5803		100%

Looking at the above data, gender equality according to the ILO (2000) in which women and men have equal conditions to realize their full rights as human beings and to be able to contribute to the organization, as well as benefits in terms of education and economic and social in the organization. Thus, a strong identity theory can support the success of increasing gender equality.

Table 2.1 Gender vs Grade of Employee

GENDER	2	3	4	TOTAL
FEMALE	959	334	9	1302
MALE	2521	1953	27	4501

Table 2.2 Gender vs Grade of Employee

GENDER	TOTAL OF EMPLOYEE	TOTAL IDEA	EMPLOYEE VS IDEA	BY TOTAL POPULATION
FEMALE	2603	1302	50%	22%
MALE	14342	4501	31%	78%
	16945	5803		100%

The interesting thing is that employees with the lowest levels take part in sending ideas because in group 2 many jobs are still technical so there are opportunities for technical, process and administrative improvements in performance so there are still many opportunities for job improvement. And in groups 3 and 4 also contributed to the idea even though the number is smaller but at this level, it can be an informal leader because it has more effective communication in teaching and influencing fellow female employees to innovate by 50% compared to men's influence on men only by 31%. In total, the total population of ideas is 22% smaller than the total male and female population, this is normal because the male employee population is more.

In line with the theory of communication privacy management (CPM), it is interested in explaining the negotiation processes of people around the opening of private information that does not limit this process to one self but extends to covering many levels of opening including groups and organizations. The expansion of this scope includes the role of women as well as the level of position in the privacy organization in more open inter-office and gender communication.

Table 3. Gender vs Educational Level

GENDER	SECONDARY	JUNIOR HIGH SCHOOL	HIGH SCHOOL	DIPLOMA	UNIVERSITY	MAGISTER	TOTAL
FEMALE	2	3	1074	520	999	5	2603
MALE	22	28	8152	1638	4476	26	14342
TOTAL	24	31	9226	2158	5475	31	16945

In terms of the education portion of innovation ideas by women at Diploma level education, 22% high school, 42% Diploma and Bachelor 34% of the number of ideas produced by men. The level of education also affects the courage of women to communicate and influence other employees to contribute to the idea of innovation. The higher the education, the more daring to state your identity in terms of contributing ideas. The success of communication and the courage to convey ideas and ideas of innovation are influenced by privacy management theories that have assumptions about how an individual thinks and communicates as well as assumptions about human nature.

4 CONCLUSIONS

The success of women conveying the idea of innovation in the form of messages that can be accepted by others in accordance with the theory of identity put forward by Ting- Toomey (Little John, 2009) that identity is a picture or self-reflection formed through negotiation expressed, modified or challenging the identification of ourselves or others. The factors of equality of opportunity by gender both in economics, education and society are better. In addition to self-reflection, it takes courage to take advantage of opportunities, be more open and brave in communicating across gender and occupational levels so that the role of women in inviting and influencing especially female employees is 50% and 22% of the total employee idea population. This shows that women have more effective communication skills and contribute to innovation as well as individuals as informal leaders in terms of innovation.

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