CONFORMITY AND SOCIAL INTERACTION IN EMPLOYEES: RESEARCH AT PT. KSB INDONESIA CAKUNG EAST JAKARTA

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ABSTRACT

The purpose of this study was to determine whether there is a relationship between conformity and social interaction in employees of PT. KSB Indonesia in the Cakung area of East Jakarta. The hypothesis is (Ho) there is no relationship between conformity and social interaction and (Ha) there is a relationship between conformity and social interaction. The population in this study were employees of PT. KSB Indonesia in the Cakung area of East Jakarta as many as 150 people. The sampling method used was random sampling, so based on the Morgan table the number of samples was 108 people and 42 people were tested. Data collection used a scale, namely the conformity scale and the social interaction scale. Data processing used the Pearson product moment correlation formula in the SPSS program version 11.5 for Windows. Based on the results of the data analysis, Ho was rejected, while Ha was accepted.

Keywords: Conformity, Social Interaction.

INTRODUCTION

Humans with their predicate as social beings will always need the presence of others in living their daily lives. The need for the presence of others in the dynamics of life is closely related to social interaction, where in daily life this must be carried out by every human being without exception.

Social interaction is common, for example when two people meet then social interaction begins, where the two people greet each other, shake hands, and talk to each other. These activities are part of social interaction, although social interaction can occur without physical contact between one person and another. Social interaction has occurred because each is aware of the presence of another party that causes changes in the feelings of the person concerned, for example when a new employee enters a company, where the employee will try to adapt to the new environment by interacting with the people there. Thus social interaction can occur in various forms and can occur anywhere.

Social interaction has several meanings, one of which is that social interaction is a relationship between two or more individuals, where the behavior of one individual influences, changes or improves the behavior of the other individual (Pandji Anoraga, 1995:17).

As explained above that social interaction can occur in any form and anywhere, then social interaction that can occur in a group on a large scale such as a company, where in a company against work groups consisting of humans and this condition is very possible for social interaction to occur. It is unimaginable if in a company there is no social interaction, then how can the company achieve its goals.

A company is a group organization where there is an association between two or more people who work together to achieve common goals and are bound by a relationship between a person or group of people called leaders or superiors and a person or group called subordinates (Pandji Anoraga, 1995:19). From this explanation, it can be said that in a company there will be a reciprocal process between superiors and subordinates and this is one part of social interaction.

Social interactions that occur in a company have a very large influence on the behavior of individuals as members of the group, so that in each member of the organization there can be seen reciprocal actions and reactions from each individual who depends on the group so that each member can adjust their behavior to the group, so that members can be accepted and liked by their group and ultimately can interact well (Sears, 1995:241).

Someone who displays certain behavior because they want to is called conformity. Conformity is the result of group influence where the group can shape individual behavior as explained by John M. Shepard (in Ramanto, 2000:181) that conformity is a form of interaction in which a person behaves towards others according to the expectations of his group. This means that individuals can adjust to their group, or behave the same as their group because individuals tend to consider group approval and follow it even though there are differences in behavior between themselves and the group.

Conformity is often adaptive, because individuals need to adjust to other people and their environment, this is also because individuals trust other people more than themselves where within the individual there is a feeling of fear of being someone who deviates from group rules, (Sears, 1995:104).

Based on the explanation above, it can be concluded that social interaction can occur because of the social control that exists in a group. This social control will continue to occur because of the conformity of each member of the group. Conformity is very necessary in social interaction aimed at achieving harmony and stability towards the company in the environment around the group. Thus, conformity can create obedience or compliance from each member of the group.

Therefore, the researcher is interested in conducting research on employees of PT. KSB Indonesia in the Cakung area of East Jakarta where social interactions between employees are not very good, for example in the marketing and accounting departments. The marketing department is a group of people who not only sell products but also conduct market analysis to keep their products at the highest and most competitive sales level. The accounting department has an obligation to manage the company's financial system, both income and expenses. In carrying out their respective obligations, negative interactions often occur which cause problems. Some problems that often arise due to negative interactions between these two groups are when viewed from the aspect of profit margin where the company has set a profit margin based on the calculation of costs and sales value. The problem that arises is if the price of the competition is much lower, then (in this case marketing) the seller lowers his profits in order to calm the competition. However, this will be contrary to the accounting department, which will try to maintain the profit limit that has been maintained by the company. Where the price must be maintained to maintain the stability of the calculation of the profit obtained by the company.

Thus, the marketing department will often be at odds with the accounting department and this will have an impact on social interactions with these staff.

Based on this phenomenon, the researcher also wants to know whether other departments also experience the same thing. So this is what underlies the researcher to conduct research on conformity with social interactions among PT. KSB Indonesia employees in the Cakung area of East Jakarta.

FORMULATION OF THE PROBLEM

From the above explanation, the problem can be formulated as a reference for the study in the discussion later. The formulation of the problem is whether there is a relationship between conformity and social interaction among employees of PT. KSB Indonesia in the Cakung area of East Jakarta?

BENEFITS OF RESEARCH
Theoretical Benefits

Useful to explain the factors that influence social interaction. In addition, it is also expected to obtain a broader contribution of thought for the science of psychology itself, its specialties, social psychology and industrial psychology.

Practical Benefits

Providing an overview of the relationship between conformity and social interaction that can be used as a reference for someone so that they can interact with others and their environment. While the benefits for the company are to be able to provide input to be able to pay more attention to the rules related to social interaction in employees so that a comfortable work environment will be created.

THEORETICAL BASIS
Social Interaction

As social beings, individuals cannot be separated from their environment. Starting from the family environment, individuals interact with parents and siblings, the more mature the individual, the greater the need to socialize with others. In socializing with their environment, individuals will influence each other as a form of interaction. As stated by Abu Ahmadi (1990:54) states that social interaction is a relationship between two or more individuals, where the behavior of one individual influences, changes or improves the behavior of another individual or vice versa. In other words, social interaction is a field of study on how someone influences others and how others react to the influence felt so that the relationship between interacting individuals is always a reciprocal relationship or mutual influence (Irwanto, 1994:258). Thus it can be concluded that social interaction is a reciprocal relationship between individuals and other people around them.

Conditions for Social Interaction to Occur

According to Soerjono Soekanto (1990:71), the conditions for social interaction to occur are as follows:

a. Social Contact

The word contact comes from the Latin con or cum (which means to touch), so it literally means to touch together. Physically, new contact occurs when there is a physical relationship, as a social phenomenon it does not need to mean a physical relationship. Therefore, people can have a physical relationship without touching it, such as by talking to the other party. Physical relations do not need to be the main requirement for contact. Social contact can take place in three forms, namely:

1) Between individuals.

2) Between individuals and a group of people or vice versa.

3) Between one group and another group of people.
The occurrence of a contact does not solely depend on the action but also the response to the action. Social contact can be positive or negative, from the predisposition of a person's attitude that indicates willingness or rejection. In addition, social contact can be primary, namely the individuals involved meet directly (face to face) and secondary, such as through certain media.

b. Communication

Communication as a process is a means of connecting two living beings. Communication between humans is a unique process that also determines whether someone is successful or not in pursuing their life career, their communication skills are the result of learning from the environment where an individual is born until they grow up according to the life experiences they have taken, according to Badarel Munir (2001:73). By communicating, someone gives meaning to the behavior of others in expressing the feelings that the person wants to convey. The relationship between communication and social interaction is very close because there will be no two-way communication without interaction.

Factors Underlying Social Interaction

The continuity of this social interaction, even in its simple form, is actually a complex process, but we can distinguish the factors that underlie the ongoing social interaction, both individually and in combination. (W.A. Gerungan, 1991:58-70), namely:

a. Imitation

Imitation is an aspect of the social interaction process that explains why and how there can be uniformity in views and behavior among individuals. Before an individual imitates something, they must first meet the following requirements:
1) There is a great interest and attention to it.
2) An attitude of upholding the things that are imitated.
3) It is also possible for individuals to imitate a view or behavior because the view or behavior has high social respect, so someone might imitate something because they want to gain social respect in their environment.

b. Suggestion

In addition to the imitation factor, there is also another factor that plays an important role in the continuity of social interaction, namely the symptom of suggestion. The symptom of suggestion here is a psychic influence that comes from oneself or from others which is generally accepted without criticism. Therefore, in psychology, suggestion is distinguished from:
1) Auto suggestion, which is a suggestion to oneself that comes from oneself.
2) Hetero suggestion, which is a suggestion that comes from someone else.
Suggestion plays an important role in social interaction because most people's behavioral guidelines come from customs that are simply taken for granted, without further consideration from parents, educators or friends in their environment. This is because with the increasingly complex customs of the times that take the views and behavior of others, they can more easily face the increasingly complex problems of everyday life.

c. Identification

Identification in psychology means the urge to be identical or the same as another person, both physically and mentally. This identification process initially takes place unconsciously or by itself, then irrationally, namely based on feelings or tendencies that are not considered rationally and thirdly identification is useful in completing the system of norms, ideals and behavioral guidelines of the person who identifies it.

d. Sympathy

Sympathy can be defined as a feeling of attraction between one person and another. Sympathy arises not on a logical basis, but based on research into feelings, this means that sympathy is a process of feeling attracted to another person but only based on feelings without any further and deeper search for information. In sympathy, the main drive is to want to understand and work together. Thus, sympathy will only take place and develop in a cooperative relationship between two or more people, if there is mutual understanding.

CONFORMITY
Understanding
Humans are social beings and individual beings, as individual beings humans have the urge to establish relationships with themselves in the sense of their own interests without the presence of others, while as social beings humans establish relationships with others. With the existence of social drives in humans, they will seek other people to establish relationships between one human and another. As Kamanto (2000:181) said, conformity is closely related to socialization because the socialization process produces conformity. Sears et al. (1999:76), said conformity is a state of a person who displays certain behavior because everyone displays that behavior.

Furthermore, a similar understanding was also put forward by Kiesler and Kiesler (Jallaludin, 2003:150) who said that conformity is a change in behavior or belief towards group norms as a result of real or imagined group pressure. Deaux et al (1993:194), stated that conformity means submitting to group pressure even though there is no direct request to follow what the group has done. Thus it can be said that individuals will follow the values that apply in the group without any pressure from any party.

Factors Influencing Conformity
Conformity can be caused by various factors. According to Coleman and Hartup (Mussen et al., 1992: 513), the factors that influence conformity are:
a. Gender
   Women tend to be more adaptable than men, but if peer pressure leads to wrong behavior, then in such cases men are more vulnerable.
b. Socioeconomic level
   Adolescents who have a low economic status among their peers will be more adaptable than adolescents with high economic status.
c. Relationship with parents
   Adolescents whose presence is not accepted by their families tend to blame themselves and are more likely to conform to others.
d. Personality factors
   Adolescents with strong self-confidence are less likely to adapt to their peers.

Forms of Conformity
Another expert opinion that puts forward the forms of conformity is Myers. According to Myers (1996: 233) there are two forms of conformity, namely:
a. Compliance conformity
   Compliance conformity is a form of conformity where individuals behave according to group pressure while individuals do not agree with the behavior. This form of conformity aims for individuals to be accepted in the group or to avoid rejection from the group. Individuals show uniformity in behaving with the aim of receiving rewards from the group will bring rejection and individuals feel pressure to conform to group behavior.
b. Acceptance conformity

Acceptance conformity is a form of conformity where the behavior or beliefs of individuals are in accordance with the group pressure they receive. This conformity occurs because the group provides important information needed by individuals, in addition, this conformity also occurs when individuals believe that group behavior is correct.

Framework of Thinking
Social interaction is a relationship between two or more individuals where the behavior of one individual influences, changes or improves the behavior of another individual, (Pandji Anoraga, 1995:17). Human dependence on other humans causes humans to have the ability to interact socially well so that it makes it easier for humans to establish relationships with other people. This can happen because humans are social creatures so that it makes it easier for humans to establish relationships with other people. This can happen because humans are social creatures so that humans need other people.

A fact shows that since humans have always wanted to live in groups or live together with other humans, this is because members want to be accepted and recognized by the group. So members display conformity behavior. Conformity is other people according to the expectations of their group, John M. Shepard (in Kamanto, 2000:181).

Conformity, social interaction is elements that are related to each other in general it can be said that the existing conformity affects the behavior of its members. Including interacting with the environment and the people around them. Good conformity will cause members to feel happy and comfortable in it, thus encouraging the growth of good interaction.

A conformity must be created where employees feel more meaningful, comfortable, happy, and responsible for group norms so that they can improve social interaction that can create solid intimacy. The internal environment in a group that has a strong influence on social interaction is conformity. So conformity is a measure of the development process in social interaction.

HYPOTHESIS
Based on the theory above, the hypothesis used is:
1. Null Hypothesis (Ho): there is no relationship between conformity and social interaction among employees of PT. KSB Indonesia in the Cakung area of East Jakarta.
2. Hypothesis (Ha): there is a relationship between conformity and social interaction among employees of PT. KSB Indonesia in the Cakung area of East Jakarta.

RESEARCH METHODS
The population selected for the study were employees of PT. KSB Indonesia in the Cakung area of East Jakarta. With a minimum education criterion of high school. Employees who work from the Staff level to the Manager level, each of whom has a different educational background, work experience.

Data analysis serves to analyze the relationship between conformity and social interaction. To analyze the data, the Pearson product moment correlation formula is used with a significance level of 5% and assisted by using the SPSS version 11.5 for Windows program.

RESEARCH RESULT
Based on the computation of product moment correlation analysis from Karl Pearson with SPSS version 11.5 For Windows, the correlation coefficient between conformity and social interaction was obtained at 0.268 and p = 0.005.

This shows that Ho which states "there is no relationship between conformity and social interaction in PT. KSB Indonesia employees in the Cakung area of East Jakarta" is rejected. While Ha which states "There is a relationship between conformity and social interaction in PT. KSB Indonesia employees in the Cakung area of East Jakarta" is accepted. Based on this, it shows a significant positive relationship between conformity and social interaction.

CONCLUSION
Referring to the results of the data analysis that have been described, it can be concluded that there is a positive and significant relationship between conformity and social interaction in employees of PT. KSB Indonesia in the Cakung area of East Jakarta. This means that the higher the conformity, the higher the social interaction in the group.

From the results of additional analysis, it is also known that conformity at PT. KSB Indonesia is in the moderate category. While social interaction is also in the moderate category.

SUGGESTION
From the research results, it is suggested to the company that the conformity that occurs in a company can be implemented properly so that employees feel more meaningful, comfortable, and responsible for the norms of the work group so that it can increase an interaction that can create a solid close relationship. From the research results it is known that if members feel that they are an integral part of conformity and feel quite pleasant interactions, then it is not surprising if they have quite good interactions.

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