

LOCALITY VALUE AS A REFLECTION OF CORE VALUES IN CORPORATE CULTURE: A STUDY OF LOCAL ADVERTISING AGENCY (PETAKUMPET)

NILAI LOKALITAS SEBAGAI REFLEKSI NILAI INTI DALAM BUDAYA PERUSAHAAN: STUDI LOKAL IKLAN LOKAL (PETAKUMPET)

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ABSTRACT

Equivalent to the concept of culture in general, corporate culture is a value system that is believed, studied, applied, and developed by all individuals in the organization as a reference behavior to achieve corporate goals. If the agency's success is determined by its creativity in creating advertising idea, then the local advertising agency should have a chance to win the competition with a multinational advertising agency. The purpose of research is to understand the quality of creative ideas advertising messages by local advertising agencies as a modality for the competition in the globalization era and to gain an understanding of the reflection of corporate culture in local advertising agencies in order to identify the identity of Indonesian advertising. Using descriptive qualitative approach with semiotic analysis and content analysis, and choosing PT Petakumpet as one of advertising agencies, this research showed that the reflection of core corporate culture values produces unique and distinctive indicators that refer to content in the vision and slogan, business environment, heroes, rituals and the network of advertising agency. The intensity of the reflection of each of the core values of corporate culture in the creative idea of advertising messages ultimately results in the characteristics that identify the advertisement of Petakumpet. Ads powered by high quality, creativity, and local generosity, will be able to penetrate beyond the local territory, in turn will become the identity of Indonesian advertising. At its peak, Indonesian ads will be able to compete globally.

Keywords: value, local, advertising

ABSTRAK

Sejalan dengan konsep budaya secara umum, budaya perusahaan adalah sistem nilai yang diyakini, dipelajari, diterapkan, dan dikembangkan oleh semua individu dalam organisasi sebagai perilaku referensi untuk mencapai tujuan perusahaan. Atas dasar hal tersebut, untuk memahami keberadaan ide-ide kreatif pada agen periklanan lokal diperlukan sebuah penelitian. Untuk itu, penelitian ini bertujuan memahami kualitas ide-ide kreatif pada pesan iklan yang dibuat oleh agen iklan lokal sebagai modalitas dalam persaingan di era globalisasi. Selain itu, tujuan penelitian ini adalah mendapatkan pemahaman tentang refleksi budaya perusahaan pada biro iklan lokal. Hal tersebut berkaitan dengan identifikasi identitas periklanan di Indonesia. Penelitian ini menggunakan metode pendekatan deskriptif kualitatif dengan analisis semiotika dan analisis konten. Objek kajian penelitian ini adalah perusahaan biro iklan, PT Petakumpet. Hasil dari penelitian ini menunjukkan refleksi nilai-nilai inti budaya perusahaan dengan indikator yang unik dan khas. Keunikan & kekhasan tersebut mengacu pada konten dalam visi dan slogan, lingkungan bisnis, pahlawan, ritual, dan jaringan iklan. Intensitas refleksi dari masing-masing nilai inti budaya perusahaan dalam ide kreatif pesan iklan pada akhirnya menghasilkan karakteristik yang mengidentifikasi iklan produksi Petakumpet. Iklan yang didukung oleh kualitas tinggi, kreativitas, dan kemurahan hati lokal, akan mampu menembus ke luar wilayah lokal, pada gilirannya akan menjadi identitas periklanan di Indonesia. Dengan demikian, iklan Indonesia akan dapat bersaing secara global.

Kata kunci: nilai, lokal, iklan

INTRODUCTION

The globalization era has created a great narrative about the stereotypes of creative advertising ideas which in turn create sub-narratives about locality. This is in line with the postmodern discourse that positioned pluralism as one of its main ideas, in a way that encourages local phenomena as well as criticism of universality in the construction of the global culture.

Advertising is the collective work of various individual skills incorporated in an agency that is wrapped up by corporate culture. The creative idea of advertising messages is the result of corporate cultural behavior, reflected in the four elements of corporate culture: the business environment, heroes, ceremonies/ rituals, and cultural networks. Equivalent to the concept of culture in general, corporate culture is a

value system that is believed, studied, applied, and developed by all individuals in the organization as a reference behavior in the organization to achieve the corporate goals. In that context, the process of creating creative advertising ideas is guided by corporate culture guidelines.

Globalization supports a conducive climate to the operation of multinational institutions in various countries including Indonesia, and forces local advertising agencies to compete directly with them. If the agency's success is determined by its creativity in creating advertising idea, then the local advertising agency (as a minor narrative) should have a chance to win the competition with a multinational advertising agency (as the major narrative).

To understand the strength of the value of locality as a modality in the face of global competition, and to see how the quality of creative ideas that reflect the core values of corporate culture, researching PT Petakumpet Yogyakarta becomes attractive and has significant urgency. Petakumpet Advertising Agency Yogyakarta, selected as the object of research of local advertising agency for the following reasons: 1) has a strong corporate culture and consistently socializes it to all members of its organization; 2) has a high reputation, especially in terms of creative advertising message ideas; 3) not only deal with local clients but trusted to handle national clients; 4) from the technical aspects of operational research, willing to provide cooperation opportunities to observe the core values of corporate culture, personality, activities and the process of its creation in creating creative advertising message ideas.

Objective

To understand the existence of the local advertising agency creative ideas, the purpose of the research on the value of locality as a reflection of the core values of corporate culture is as follows: understanding the quality of creative ideas of advertising messages by local advertising agencies as a modality for the competition in the globalization era; understanding the reflection of corporate culture in local advertising agencies in order to identify the identity of Indonesian advertising.

Creativity and Corporate Core Values

When the individual talks about value, then it is related to the things that are important in his life, such as independence, pleasure or security. Certain values may be very important to one person, but not important to others. Since the 1950s, researchers have begun trying to outline a consensus that can be used to define the basic concepts of value. Values are the conditions, goals, or behaviours desired by individuals, which are highly valued and most meaningful among the options (Elizur, Borg, Hunt, & Beck, 1991). There is consensus on the five common traits of value (Schwartz & Bilsky, 1987): values are (a) concepts or beliefs, (b) about the final state or desired behaviour, (c) what goes beyond specific situations, (d) guides the process of taking decisions or behavioral evaluations, and (e) determined by relative importance levels.

Value is defined as the purpose of the desired trans-situational, which is very important, which serves as a guide in one's life or other social entities (Schwartz, 1992). It can be concluded that value is something that is considered the most important and relative nature and often guide and direct individual behaviour especially related to decision making. Value system, whether it

is formed due to the influence of the extrinsic or intrinsic, will control the behaviour that appears in the workplace. The value tells the worker, at the level of work and any position, what should or should not be done. The Dictionary of Human Resources and Personnel Management defines core values as a set of concepts and ideals that guide one's life and help them make important decisions (Ivanovic & Collin, 2003). This study will focus on the value associated with the value of the organization.

No organization can achieve optimum potential unless employees feel supported, valued, and comfortable in the workplace. To achieve this goal, people within the organization must collectively define core values that will guide decisions and interactions with each other and set policies every day. The core value of an organization is the foundation of an organizational culture. However, core values are difficult to define, assess and manage. The core value is not the same thing, for example with the vision or mission of the organization.

The core value, in fact, is a shared belief that guides decisions and behaviours in everyday life within the organization. The core value is also a reflection of the organizational culture and determines what kind of climate is formed in the environment. This value is more operational than the organization's vision, and visible in daily behaviour that is not always to be procedural (Collins & Porras, 1994). So, it can be said that the core value of an organization is an agreement of all parties in the organization on what is considered important and the basis of any decision making and the basis of behaviour in the organization.

According to Read (1996), today's post-industrial organization is a knowledge-based organization, and the success of the organization depends on

creativity and innovation. To be creative, one must have specific expertise. One cannot be truly creative unless he or she understands one thing well (Amabile, 1998). The ability to think creatively means the ability to see one thing from multiple perspectives and be able to question the existing work model. When a problem is solved always in the same way, it will inhibit the emergence of creativity and create new ideas cannot arise. Creativity is closely related to knowledge (Leonard & Sensiper, 1998). For creative organizations, ideas and insights from team members are considered very important and crucial. Organizations need to equate understanding, facilitate sharing, and apply shared knowledge so that it can apply innovation. Innovative organizations use their knowledge creatively.

Creativity is a component that supports the organization's ability to create competitive advantage so that it can face competition. Many achievements of the organization are a result of collaboration from the creative thoughts of team members, each of which comes from different knowledge, skills, life experiences, perspectives and expertise (Parjanen, 2012). Tidd et al. (2001) says that if an innovating organization depends only on a particular individual, it will be difficult for the organization to create creativity value throughout the organization. Moreover, it can be predicted that the other team members will not be fully committed to supporting the creative idea that comes from just one or two individuals.

Creativity within the organization will not just happen. It needs a process that is maintained continuously and of course supported. Creativity does not only occur in certain departments or divisions, such as research and development, but creativity can be raised in any department, at any job level. To

develop creativity in organizations, it is necessary to understand how personal creativity is developed in individuals as well as how creativity can arise collectively. Different perspectives that come from different individuals' thinking are the source of an innovation, because innovation depends heavily on a variety of knowledge and skills.

METHOD

The research was conducted at PT. Petakumpet Advertising Agency Yogyakarta, which is selected because, as a local advertising agency, it: 1) has a strong corporate culture and socializes it consistently to all members of the organization; 2) has a highly reputable advertising agency, especially in terms of creative ideas in advertising messages of their work; 3) not only handles local clients but trusted to handle national clients; 4) has technically willingness to provide cooperative opportunity to observe the core values of their corporate culture, personality, activities and creation process in creating creative idea of advertising messages. Advertising Artefacts Jogja Dogdays Advertising: Fly and Dog Urine Versions and Kedaulatan Rakyat Daily Newspaper Advertising: Built a House and Pak Becak Versions, selected as the object of the study because the two advertisements strongly represent the creative idea behind the locality value of Yogyakarta. The locality comprises the value system and

of PT. Petakumpet.

The methodology used to achieve the research objectives is a descriptive qualitative approach with semiotic analysis and content analysis. Semiotics analysis is the interpretation of meaning through reading a signs. In the advertisement, the sign to be analyzed are elements in the anatomy of the ad consisting of visual and verbal signs (Agung E.B.W, 1999). Semiotics analysis is used to gain an understanding of the creative idea of advertising messages. Semiotically, the objects of the study are revealed according to the classification of symbols : iconic, indexical, and symbolic used to carry the meaning of denotation, connotation, and the myths that are created. The meanings of the sign will be interpreted to understand the creative idea of PT Petakumpet's work, which is coupled with the corporate culture created, socialized and applied in the process of creating advertising. Therefore, it will be identified that the advertisement created is the result of corporate culture behaviour of PT. Petakumpet.

Content analysis used to understand the reflection of the core values of corporate culture on advertisement, by calculating the frequency and intensity quotes based on indicator parameters the core values of corporate culture advertising agency (Agung E.B.W, 2006). Parameter indicators of key values of corporate culture then used

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Figure 1 (from left to right): Office of PT. Petakumpet Jogja; the slogan of PT. Petakumpet, Arif Budiman as CEO of PT Petakumpet; the atmosphere of discussion at PT. Petakumpet)

works of PT. Petakumpet. The consistent values appear strongly will characterize the creative idea of advertising messages works by PT. Petakumpet.

RESULTS AND DISCUSSION

Petakumpet is an advertising agency, started from a student community of Visual Communication Design FSR ISI Jogja, class of 1994. Formed the first time as a community on May 1st, 1995. The community is based in small studios in Pakuncen, Jogja. Consisting of 25 members, most of them are still active as ISI Jogja’s students. At that time, the scope of their work was

to produce stickers, screen printing, posters, banners, and comics. They have a wish in the future to make Petakumpet as a source of income for the members of the community. In September 1999, Arief, Itok, Eri, Yudi, and Bagoes agreed to re-establish their community into a company called Petakumpet AIM (Advertising, Illustration, Multimedia) and moved from Pakuncen to the Sorowajan area. On March 7, 2003, the small company officially became a limited liability company under the name of PT Petakumpet, and has 45 people as their staff. Petakumpet grows so fast. The number of clients also continues to grow,

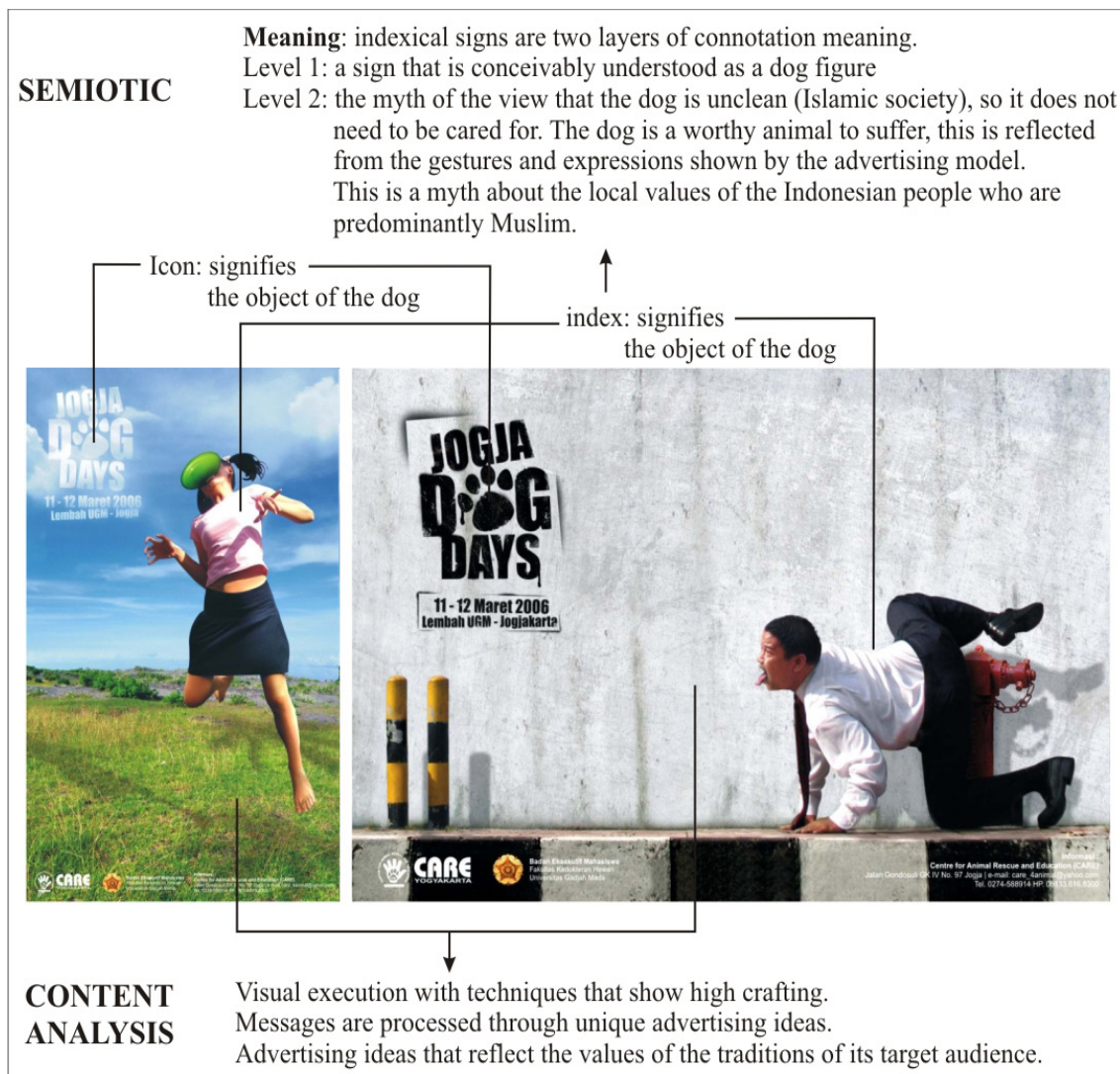


Figure 2 Analysis of Jogja Dogdays Advertising: Fly and Dog Urine versions
 Client: CARE Jogja

from 12 institutions and personal, at the beginning, now they have more than 350 clients. Petakumpet also has two major offices in Sleman, Jogja, and at Bellagio Boutique Mall, Mega Kuningan, Jakarta.

The core values of the Petakumpet corporate culture are illustrated by their vision: “enjoying a great life by continuing to create great ideas every day.” The vision is actualized in the slogan “Good is not enough.” Both the vision and slogan always become a spirit in the process of designing advertising. For Petakumpet, if we can only produce works that ‘just’ good, surely many other advertising agencies can do that too. Such capability is not quite unique. Petakumpet wants to be different, wants to be better from the other agencies. Superior culture is implanted to all employees of Petakumpet and has become the breath

they breathe at any time. In addition to superior culture, Petakumpet also carries the spirit of high locality. The way is too long that colonized leave a legacy that people’s mental lack of high self-confidence. The greatest challenge for Petakumpet is how to bring unique local content in each work to be accepted by the target audience as their own and as their identity. To implement the spirit of the locality, Petakumpet is challenged to get out of the comfort zone into a new area, uncharted territory. That’s what they call creativity.

The core values of the corporate culture of Petakumpet then becomes an indicator of the ad characteristic parameters of the work of Petakumpet, which are qualified, creative, and advocate local wisdom. The quality of advertising is reflected in the power

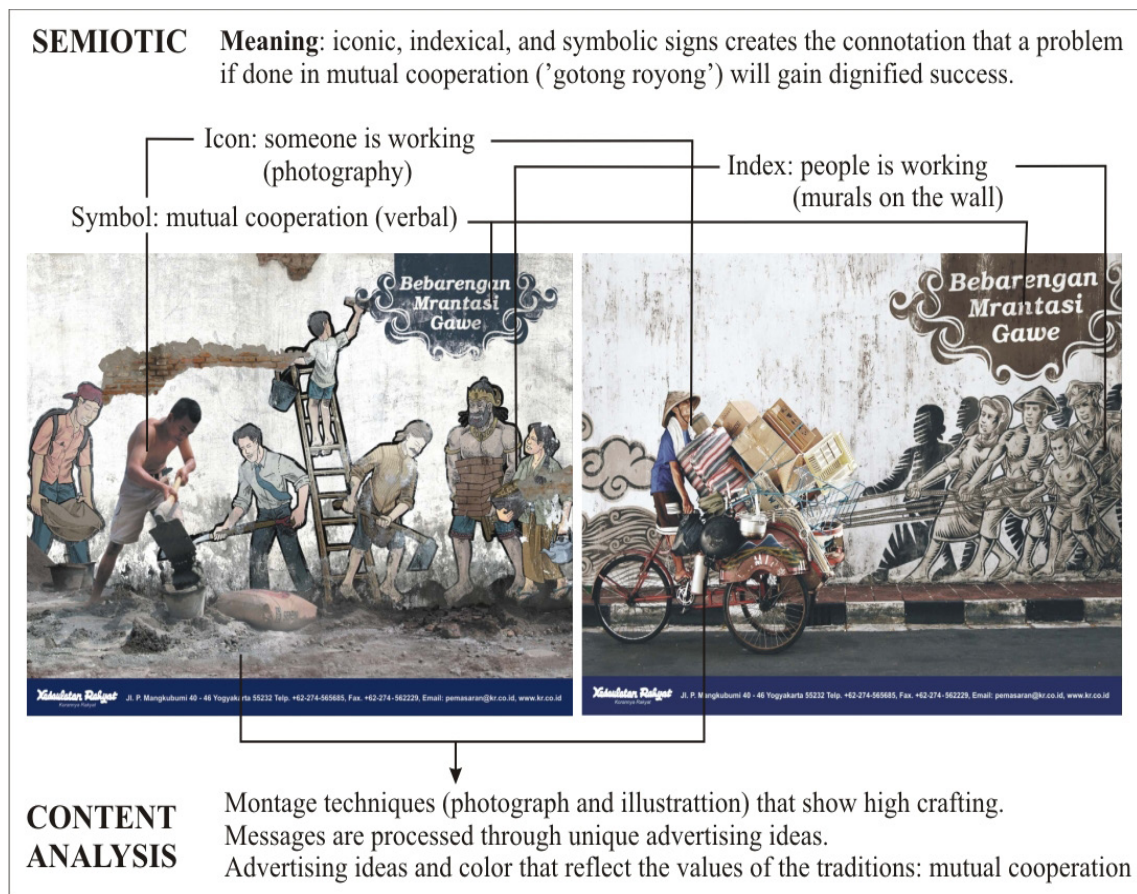


Figure 3 Analysis of Kedaulatan Rakyat Daily Newspaper Advertising: Built a House and Pak Becak Versions, Client: Kedaulatan Rakyat.

of ideas and high skill aspects that execute visual and verbal elements. Creativity in the advertisement of the work of Petakumpet is reflected in the idea of solving problems from different perspectives (unusual), the originality of advertising ideas (containing new value), and advertising ideas that produce surprises. The indicator is reflected in the unusual creative idea of advertising and risk-taking, such as the courage to present the visual analogy of human figures expressed through body gestures and facial expressions understood as representations of dog objects (figure 2). Local wisdom, manifested through ideas about the daily behavior of target audiences, advertising that utilize existing assets in the environment around target audiences, and ideas that contain the value of tradition from their target audiences. Here is an example of the advertisement by Petakumpet that significantly reflects the core values of its corporate culture. The local wisdom is explicitly represented through verbal and visual languages communicating about the value of “gotong royong” as a reflection of Javanese society in general, and Jogya society in particular (figure 3).

CONCLUSION

The reflection of core corporate culture values produces unique and distinctive indicators that refer to content in the vision and slogan, business environment, heroes, rituals, and the network of Petakumpet. The intensity of the reflection of each core value of corporate culture in the creative idea of advertising messages ultimately results in characteristics that characterize the advertisement of Petakumpet. The advertising which is powered by high quality, creativity, and local generosity, will be able to penetrate beyond the local territory,

and will become the identity of Indonesian advertising. At its peak, Indonesian advertising will be able to compete globally.

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