

Internalization Analysis of Islamic Values in Organization Culture at Nabila Bakery

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Abstract

The purpose of this research is to provide an overview and knowledge about the Internalization of Islamic Values in corporate culture in Nabila Cake, Bakery & Pastry. The aim specifically to obtain the results of the analysis of internalization of Islamic values applied by the company to employees and the corporate environment, and also the form of corporate culture used by the company to manage human resources in it. In this research, the author using the qualitative method. The object that used in this research was including every aspect that accorded to the Islamic Values at Nabila Cake, Bakery & Pastry. In this study, the results shown that in the company Nabila Cake, Bakery & Pastry stated that the corporate culture is a reflection of the company's identity. Islamic values that internalized through the organizational culture such as Ihsan and Itqan. The internalization of Islamic values in the corporate culture in Nabila has been given a comprehensive role, both in the corporate environment, as well as in the personal life of each individual in it.

Keywords: *Islamic Values, Organizational Culture, Internalization*

Abstrak

Tujuan penelitian ini adalah untuk memberikan gambaran dan pengetahuan tentang Internalisasi Nilai-nilai Islam dalam budaya perusahaan di Nabila Cake, Bakery & Pastry. Tujuan secara khusus yaitu untuk mendapatkan hasil analisa internalisasi nilai-nilai Islam yang diterapkan perusahaan terhadap karyawan maupun lingkungan perusahaan, dan juga Bentuk budaya perusahaan yang digunakan oleh perusahaan untuk mengelola sumber daya manusia yang ada di dalamnya. Dalam penelitian ini menggunakan metode penelitian kualitatif. Adapun yang menjadi objek penelitian ini adalah seluruh aspek yang menyangkut tentang internalisasi nilai-nilai Islam dalam budaya perusahaan di Nabila Cake, Bakery & Pastry. Hasil menyatakan bahwa budaya perusahaan Nabila Cake, Bakery & Pastry ini merupakan cerminan jati diri dari sebuah perusahaan. Nilai-nilai Islam yang di internalisasi kan melalui budaya organisasi yaitu nilai Ihsan dan Itqan. Internalisasi nilai-nilai Islam dalam budaya perusahaan di Nabila ini sudah memberikan peran secara menyeluruh, baik di lingkungan perusahaan, maupun juga dalam kehidupan pribadi setiap individu yang ada di dalamnya.

Kata Kunci: *Nilai-nilai Islam, Budaya Perusahaan, Internalisasi*

Introduction

Religion is something that directly influential to human behavior, social interaction, and human relation. Islam is a religion that comprises all of the human being aspects. (Dr. Samir, 2016, p.109) There are three important and main aspect of Islam that need to observe as a base of the other aspect. They are Akidah, Shariah, and Akhlak. The three of them create values and norms in human being, that precisely needed to forming every human behavior aspect, especially in the organization. In Islam, work is an inseparable unit, starting from the intention of work that is not only looking for an abundance of material in the world but also looking for the reward of the hereafter. So, the intention of work for each individual, will be correlated with the efforts made by an individual.

As explained in the Qur'an Surah At-Taubah 105,

وَقُلْ اَعْمَلُوا فَسَيَرَى اللّٰهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ اِلٰى عَالَمٍ الْغَيْبِ وَ الشَّهَادَةِ فَيُنَبِّئُكُمْ
بِمَا كُنْتُمْ تَعْمَلُونَ) - ١٠٥

The meaning: And said: "Work (righteousness): Soon will Allah observe your work, and His Messenger, and the Believers: Soon will ye be brought back to the knower of what is hidden and what is open: then will He show you the truth of all that ye did." (At-Taubah, 105)

Islamic values were extremely needed in organizational development or management process in company scope. Islamic values can spread the influence through perception, attitude, and behavior. In some former research, Islamic values have been developed and implemented in organizational culture for improving company performance and its employees. In a research that written by Ima Amaliah, Aan Julia, and Westi Riani with the title "The Influence of Islamic Values to Work Performance" declared that there is some indicator that forms a comprehension or a concept that can be practiced as an organizational culture, such as the Islamic percept that asserts about "Muslim is unity". If any part of us wounded, then a whole part will have the same fate. This simple thing teaches us about how to build a strong brotherhood with the employee that can give a strong urge to achieve organizational goals.

In this latest fact, there was a new phenomenon that appears in business maintaining, which use the religiosity values as the base values that build in a company or organization. A new maintaining basic theory using this religiosity values was becoming interesting trends in many

business sectors. Besides, Islamic organizational culture has a role in forming attitude or behavior in every individual of the company. (Marsudi, 2019, p. 559)

One of the Islamic values that have been developed and implemented by several companies in an effort to improve their performance is by applying Islamic religious values as an organizational culture, or in other words, companies can form an Islamic organizational culture to improve their company performance. In addition, Islamic organizational culture has a role in shaping the attitudes or behavior of each individual in it. With behavior that is formed through an Islamic organizational culture, better company performance will be realized.

The importance of this research is intended to offer the new income of ideas in internalizing the Islamic values in organizational culture. Because, the organizational culture as a system of shared meanings adopted by members that distinguishes one organization from another. In developing an organizational culture, a very important factor is the value of quality human resources. This can be seen from the results of his work in the framework of good performance professionalism, namely how an employee is able to show professional work behavior and leads to the values of his Islamic organizational culture in order to create company goals and objectives. Organizational culture consists of several aspects and the most important aspect is value. Something that is believed as a belief. Value is what all individuals in an organization should have and should do

Research Method

This Research using the qualitative research method, with extracting information (interviews) in-depth, literature, and observations. (Ratih & Nurillah, 2016, p.27) This research was conducted using qualitative research methods with a descriptive approach, namely, research procedures with a data in the form of spoken words from people and observed behavior. This study also uses a phenomenological approach. Namely, a method which states about the meaning of a concept or a phenomenon that occurs when the research is carried out, based on awareness of the surroundings. Phenomenology describes human behavior towards the environment. (Mukayat, 2005, p.25)

The primary data used in this study is interview. the list of interview questions used in this study is classified as a Semi Structured Qualitative Interview, in which the compiler remains focused on the main questions that have been designed previously, but it does not rule out the emergence of new questions to enrich the results of the interview. (Ratih & Nurillah, 2016, p.27) Secondary data used in this study were obtained from several literature reviews, documents and reports relating to organizations, as well as several journals which contain internalization of Islamic values and organizational culture. To strengthen the data collected, the authors used the observation, in-depth interview techniques and documentation as the data collection technique.

The place that will be used as an object for this research is Nabila Cake, Bakery & Pastry, which is located at Jl. Raya Siman No. 72 Ponorogo, East Java. This research will be conducted for 30 days, which will start from September 30th, 2020 to October 31st, 2020.

Result and Discussion

The Internalization of Islamic Values in Organizational Culture

Values and beliefs in an organization can be reviewed at any time to reflect views in the mechanisms of activities applicable within the company. A good organization certainly has values as a guideline in building a corporate culture in the company.

In a former research it has been proofed, Islamic values that consists on the organizational culture can be mentioned as a such point. In a research of Lutvie Maas Irfansyah (Lutvie Maas, 2014) and Taufik Hidayat (Taufik Hidayat, 2018), stated that the value in the organizational culture shown as faith, sharia, and morals, values and basic assumption. But in this research, the author found that there is two value which actualized in the organizational culture at Nabila.

In Anis Byarwati, it is said that Islamic organizational culture can be defined as a series of values and cultural characteristics of a company which refers to the arguments taken from the al-Qur'an and Hadith (Anis Bayarwati, 2016). From several statements, it can be said that the values contained in the culture of Islamic organizations are at least two main values, namely, Ihsan and Itqan.

a. Ihsan

In a hadith of the Prophet Muhammad, it is stated that "Ihsan is doing something as if you saw Him, and if you have not seen Him He sees you" (Narrated by Muslim). Again, it can be mentioned in the verse al-Qur'an surah at-Taubah verse 105, which explains that Allah SWT can see what His servants are doing.

In Islam's view, work should not only be oriented towards seeking material abundance in the world but also seeking reward for the hereafter, therefore it is indispensable to the firmness of intention while working. It is this intention that will correlate with the efforts made by the individual. According to the statement above, the company has instilled an equation of intent in working for all elements within the company. For this company, organizational culture is adjusted by the work commitment namely "Aktivitasku Ibadahku" so, the whole activities were referred to Islamic values." (HSHR2) As well as what has quoted in the Holy Qur'an Allah SWT says in Surah At-Taubah 105;

وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عَالِمِ الْغَيْبِ
وَالشَّهَادَةِ فَيُنَبِّئُكُم بِمَا كُنتُمْ تَعْمَلُونَ

The Meaning: Say, "Do as you work, and Allah will see your deeds, and His Messenger and the believers, and you will be sent back to the Knower of the unseen and the seen, and He will inform you of what you used to do." (Qs. At-Taubah: 105).

The implication of Ihsan in organizational culture is work that is oriented towards belief in Allah SWT. From all statements above, it can be said that when it has been instilled the intention of worship in all work activities, then it has also contained two purposes, namely as mentioned above, to meet the needs of the world and as a provision in the hereafter. Because the orientation in working is not only for the world, the efforts issued are not only limited to

physical strength but also in the form of nonphysical power or spiritual strength. Thus, when an individual is unable to fulfill his/her work as expected, it will grow a work attitude wrapped in tawakkal and will remain grateful.

Referring to one of the characteristics of the corporate culture that has been discussed above, that culture is also a form of reflection of the values contained in the corporate culture itself. In the discussion of activities that cloud Islamic values in the company Nabila Cake, Bakery & Pastry, the author found some of the activities in question include the holding of studies every Friday and Saturday, studying at the end of the month, the establishment of adzan schedules for male employees, weekend meetings (Liqo') used to teach teaching among employees, how to dress neatly, politely, and also according to sharia, conducting Dhuha prayers regularly, as well as the habit of studying 5 Ayat of Holy Qur'an in every morning.

b. Itqan

Itqan is doing things neatly, beautifully, and by one another. Itqan is usually reflected through the quality of work, good standards, and consistency of a job. According to Itqan's explanation, this company implements several activities that show consistency in work and conformity between one party and another. That is; the employee getting some schedule for adzan for the man employee, and the morning inspiration for the whole employee, and the tutor is from internal even the external of the company. And also, there is such an activity namely morning inspiration, and weekly education (Liqo'), dhuha prayer, and reading holy Quran for 5 ayat in every morning, the uniform of the employee also claimed to be polite.

Kaswan, stated in his book entitled Industrial Psychology and Organization, that culture can be reflected through policies or also daily activities. Which of these behaviors can influence and reflect how an organization function? According to some of the statements above, it can

be concluded that the activities carried out in the company are a reflection of the company's culture containing Islamic values. The actualization of *Itqan* and *Ihsan* in an organizational culture that has been successfully implemented in this company can be described as follows:

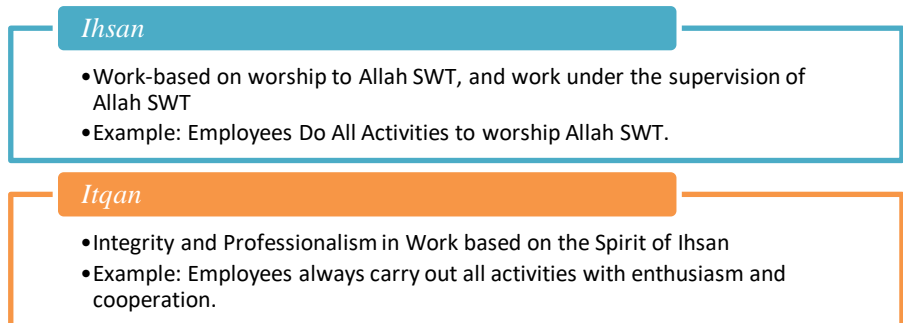


Figure 1. The actualization of *Itqan* and *Ihsan* Values in Corporate Culture

Organizational Culture Characteristic

In the implementation of corporate culture has certain characteristics that can be a reference or basis in the actions carried out. According to Heskett in Kaswan (Kaswan, 2017), three aspects are characteristics that make up a corporate culture. These three aspects are shared assumptions, values, and behaviors, and artifacts.

a. Assumption

First, shared assumptions are a cornerstone in the formation of culture in the organization. A managerial decision or management action making in an organization will always put forward joint assumptions. Therefore, why it can be said that joint assumptions are very important in underpinning the formation of the corporate culture. In changing the corporate culture, all elements of the company or organization must understand and change those shared assumptions. Because it is undeniable that the formation of strong and good mutual assumptions can form a good corporate culture as well.

Organizational culture was a pattern of a basic assumption that advanced to learned about how to integrate and build a significant relation between the employee for one another. Assumption guided the whole individual to behave. For example, is the employee feel about the task or the job, they behave to think about the reaching goal of the task (Sri Budi, 2018).

The Islamic values that becoming the guideline or the assumption of this company was reflected through their work quality. Such as the employees was working with truly integrity, so that can form the high dedicated employees for the employees. Honest, and keeping the name of organization, and also the professionalism through one another.

b. Value

Shared values and beliefs in an organization are a reflection of the values and beliefs of its founders. As CEO and Founder of this company, Endang Susilowati stated that the characteristics of corporate culture in this company as a whole refer to Islamic values. The statement above reflects the founder's belief of this company is that the company's culture as a whole refers to Islamic values. In building trust or value, usually, the founder of a company is influenced by personal experience or something else.

Values and beliefs may be reviewed to reflect the views of the leaders or workers thereto, as an effort to raise the spirit of work, build a good corporate culture. Therefore, it is not uncommon for a value in the company to be listed in the company profile or written in the vision or mission of the company.

Islamic values in organization must be embedded in all activities of an organization (Zienab I. Bella, 2016). The employee should work in total dedication and commitment to make a significant combination between the Islamic values and organizational culture. The combination not only reflected from the activities, but also follows by a principle or

it can be said as a vision and mission.

The vision and mission of the company is the basis or reference point of all activities within a company. Through vision and mission, it enables employees to overcome some difficulties and conflicts by orienting vision and mission in all their activities. The vision and mission contained values that form the character of a leader as well as employees. The vision and mission become guide who directs the company's journey towards a company that has character and culture, and a capable company is a company that can personify those values into each individual in the company and bring those values to life within a company (Kaswan, 2018).

Out of this point, the values also can be reflected through the employee's personality, such as at the recruitment process of this company, which is the Islam is one of the main pre-requirements of the recruitment. And also, the tradition of the employee such as morning charging, praying, and also doing the worship to Allah is the shape of the values in organizational culture

c. Behavior and Artifact

Behavior and artifacts are a reflection of the action of a value or vision and mission mentioned earlier. Artifacts here can be daily activities, behavior, and some policies. In Kaswan, it is said that artifacts can be seen clearly in the form of buildings, outputs, technology, written and spoken language, etc (Kaswan, 2017). Artifact is a manifestation of the culture characteristic. Artifact contains from individual behavior, structure, procedure, principle, and physical aspect of the organization (Taufik Hidayat, 2018).

In the behavior that reflected as a characteristic of the organizational culture, according to the interview of the research, the author stated that, this behavior consists an implication of the employee behavior with the values that internalized in the company. Such as, work consistence, careful, Ikhlas, Ukhuwah Islamiyah (Teamwork), and work discipline. And the daily of the employee also indicated that

there is Islamic values in the artifact such as, the uniform that used by the employee was fulfill the Islamic Shariah, and the company also providing the Mushola for the employee.

Islamic Values Role on Organizational Culture

In Kaswan (Kaswan, 2017), it is stated that there are several theories that the values contained in the organizational culture can also influence employee reference and retention, employee productivity, customer relations, growth, innovation, and profit.

A strong and synergistic culture can bring significant benefits to the company (Zienab I. Bella, 2016). As stated in the interview results from one of the author's sources who stated that positive activities that refer to Islamic values that are routinely carried out, shows that if the behavior and actions of the individual are consistent with values, will build trust, sense of ownership, and also a significant change in attitude.

In addition to changes in behavior within the company, the internalization of Islamic values in the company culture also plays an important role in life outside the corporate environment for employees. As the title of the discussion in this paper is Islamic values, the change in behavior that occurs in employees in the form of religious behavior. As well as for female employees in this company wearing a hijab and also more polite clothing and covering the aurat in their daily lives, both within and within the company environment, employees become more disciplined in carrying out compulsory worship and sunnah, and also, of course, improve the intention in working.

Conclusion

Based on the discussions listed above, in internalizing Islamic values in organizational culture, Nabila uses various instruments and various guidelines, such as instilling the principle of "My Activities of My Worship" as the main guideline in carrying out all corporate activities, this is intended to form the character and culture of individuals and companies that are not only oriented to worldly life. In this study, the company also indicated there were two Islamic values

applied in its organizational culture, namely Ihsan and Itqan. Ihsan and Itqan are a unity of values that cannot be separated. Which is these two values can shape the mental, attitude, and culture of the company itself. Internalization of Islamic values in corporate culture in Nabila Cake, Bakery & Pastry can be known that it has given a comprehensive role, both in the corporate environment and also in the personal life of every individual in it.

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