

How Does Global Culture Affect the Performance of Indonesian Bureaucracy?

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ABSTRACT

Culture can practically affect the bureaucracy, it can even become the identity of a bureaucracy called bureaucratic culture. The culture that forms the bureaucracy does not only come from local Indonesian culture but also global culture. This article is intended to analyze how global culture in practice affects the bureaucracy, especially the bureaucracy in carrying out its performance. The method used in this article is a descriptive method with a qualitative approach. The analysis revealed that global culture practically affects the performance of a better bureaucracy (Eu-consequences), which means that the Indonesian bureaucracy is currently oriented to achieve procedural, disciplined, professional, and responsive to public services. The global culture affects the bureaucracy either naturally through adoption by individuals in the organization, or structured through regulations regarding organizational cultural values that need to be practiced by individuals in the organization.

Keywords: Bureaucracy, Global Culture, Performance.

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INTRODUCTION

Indonesia has accepted the existence of a global culture, it is being adopted among Indonesians. Global culture adoption is proof that Indonesians accept various forms of culture that come from abroad as long as this culture has a positive impact on people's lives and brings changes to the development that is being carried out in Indonesia. (Ngafifi 2014; Ruslan 2015).

The acceptance of the Indonesians towards global culture is based on at least several reasons, which include: First, there is an international mobilization in which many Indonesians living abroad then return to Indonesia with the mindset that has adopted a global culture, then disseminated through interaction within the community.

Second, advances in information technology where various information can be accessed easily via the internet, including on global culture, so that Indonesians can observe and understand global culture that is considered appropriate, then practiced in everyday life, so that global culture is accepted as a new culture in everyday life. Third, through observations about the good and bad of various cultures that exist in the world, in the end,

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Indonesians choose which global culture is considered appropriate to be applied in everyday life as a new culture.

The three ways of adopting global culture by Indonesians as explained above are not through a simple process and can be accepted as a new culture for granted, but through a long process and efforts to select which culture is relevant and can be assimilated with the national culture that has been practiced so far.

Empirically global culture does not only affect the public sector alone but also affects government administration, global culture is starting to be adopted by the bureaucracy in carrying out its function as a state organization that should provide good public services. The global culture is adopted by the bureaucracy as an effort to develop the bureaucracy in a better direction, public organizations that have been considered slow and less professional are expected to be able to change for the better through the adoption of a global culture.

Bureaucratic reform that is being implemented by the government cannot be separated from the adoption of global culture, the goal of building a bureaucracy that is oriented to become a public institution that is open and responsive to public services is one form of the adoption of global culture by the government in the process of building a better bureaucracy (Akil 2012; Pratama, Hakim, and Shobaruddin 2015).

The adoption of global culture in the bureaucracy of Indonesia cannot always be accepted as an innovation in the process of developing a better bureaucracy, empirically there are several questions regarding the process of global cultural adoption carried out to make the bureaucracy better, there are at least 2 (two) questions regarding adoption of global culture in the bureaucracy, namely: First, what about the existence of national culture in Indonesia today when the bureaucracy accepts global culture as part of efforts to improve the bureaucracy, does global culture have advantages over national culture which has been part of the character of the Indonesian people and nation?.

Second, whether global culture has a positive impact on the bureaucracy, especially on bureaucratic performance, and whether the global culture will always have a good impact on the bureaucracy, this question is important to find an answer to, because the function of adopting global culture in the bureaucracy is aimed at building a bureaucracy that has better and more professional as expected.

These two problems are important to find the answer to, this is based on the function of the bureaucracy which not only has to carry out the functions of government administration but also carries out the function of public services which in the end the Indonesian should receive the best public service provided by the bureaucracy.

Based on the description above, this article is intended to analyze how global culture affects the development of the bureaucracy in Indonesia, and whether global culture can create effective organizational performance, furthermore this article is also intended to examine how global culture adoption should be done when national culture also has the potential to be used as part of a bureaucratic culture that can bridge the process of bureaucratic development in a better direction.

METHOD

The research method used in this article is a descriptive research method using a qualitative approach. The reason for using this method is that it is by the purpose of research that analyzes the relationship between global culture and the bureaucracy in Indonesia so the description will be more suitable if it is presented in the form of words than in the form of the results of statistical calculations.

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Sources of data are secondary data, it was taken from books, journal articles, and other relevant secondary sources. Data analysis was carried out on secondary data, and data analysis was carried out by checking, rechecking, and cross-checking between one secondary data and other secondary data to produce data and analysis by reality (Creswell 2007).

FINDING AND DISCUSSION

The analysis and discussion in this article are divided into four main parts: First, global culture that has grown and adapted to the national culture in Indonesia so far. Second, the Indonesian bureaucracy and its various problems should be resolved. Third, the influence of global culture on the bureaucracy in Indonesia. Fourth, build synergy between national culture and global culture to develop a better bureaucracy in Indonesia in the future. A more detailed description of the four studies can be described as follows:

Global Culture in Indonesia

Indonesia is a multicultural country that is formed from hundreds of ethnic groups, in its development these various cultures have experienced acculturation caused by various factors such as: First, the mobility factor of citizens where community members mobilize to regions with different ethnic groups so that in the process of interaction between community members form cultural acculturation. Second, marriage between citizens of different ethnic groups, thus forming a new generation that has a multicultural background. Third, through an educational process in which citizens learn about the various cultures that exist in Indonesia, then cultural acculturation is carried out so as to form a new culture. (Abidin 2016; Afandi and Munif 2018).

Indonesian culture is not only influenced by the acculturation of various existing national cultures but is also influenced by other cultures from abroad. These conditions make Indonesia an open country for various global cultures, however, the national culture that has developed and characterizes the Indonesian people remains the main culture used to filter and identify the global culture that comes to Indonesia, whether it is suitable for the Indonesian people or not. If the global culture is considered by the existing national culture, then the culture is adopted as a new culture and acculturated with the existing national culture (Aprianti, Dewi, and Furnamasari 2022; Nahak 2019). Indonesia is currently a nation consisting of people from different cultural backgrounds, this condition makes various cultures able to develop in people's lives as long as the culture is accepted and practiced as a new culture that is accepted.

Bureaucracy in Indonesia and its Problems

The bureaucracy in Indonesia is known as a closed bureaucracy, slow, and does not provide good public services for the citizens various parties complain about the performance of the bureaucracy in Indonesia both at the national and regional levels. The poor performance of the bureaucracy in carrying out its functions encourages the government to carry out bureaucratic reform efforts, one of the main goals of which is to make the bureaucracy much more professional where the existing bureaucratic problems can be explained through the following table (Romli 2008; Rosidah 2005).

Table 1. Bureaucracy Problems in Indonesia

Problem	Influence for Bureaucracy
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Closed bureaucracy	A closed bureaucracy results in difficulty of the bureaucracy in carrying out organizational development, accepting innovation, and making changes for the better.
Low work culture orientation	Bureaucracies that have a low work culture will result in not optimal bureaucratic performance, bureaucratic functions are carried out ineffectively, in the field of public services, the provision of poor public services.
The “fat” bureaucracy	A "fat" bureaucracy, both from the bureaucratic structure and from a large number of government officials in an organization, in addition to resulting in the large costs or budget that should be spent to run the bureaucracy, also raises other problems such as overlapping tasks and functions so that the bureaucratic function is not optimal.
Poor quality of human resources	The problem of low quality of human resources results in the achievement of organizational goals and objectives being difficult to realize and hinders the achievement of bureaucratic performance so the bureaucracy fails to achieve the stated bureaucratic goals.
Minimal adoption of information technology	The lack of adoption of information technology in the bureaucracy results in difficulty in organizational development because the system built is still traditional, and the length of time it takes for the bureaucracy to complete its functions and the public services provided to the community are not optimal.

Source: Compiled from various sources, 2022.

The government responded to the demands for bureaucratic reform through bureaucratic reform policies in which various policy instruments were made to make the existing bureaucracy more open, one of the efforts built by the government was to adopt organizational cultural values originating from abroad which were considered empirically successful in making bureaucracy becomes more professional (Kementerian PANRB RI 2015; Lumbanraja 2020; Yusriadi 2018), the adopted culture includes openness, equality and is oriented to excellent public services, with the adoption of organizational culture originating from abroad or can be referred to as global culture, it is hoped that the bureaucracy in Indonesia will be better and more efficient, professionals after efforts to reform the bureaucracy through various policy instruments made by the government.

The Influence of Global Culture on Bureaucracy in Indonesia

Empirically, global culture has been adopted by the bureaucracy in Indonesia and has contributed to the development of the Indonesian bureaucracy in a better direction, even global culture has been able to improve the performance of the bureaucracy to be more effective and professional, various global cultural values that affect the bureaucracy and are considered to be valued which is good for bureaucratic development in Indonesia can be explained through the following table:

Table 2. The Influence of Global Culture on Bureaucracy

Global Cultural Values	The Effects on Bureaucracy
Open Minded	The bureaucracy becomes more open to the participation of stakeholders and opens itself to innovation that develops so as to make the organization more flexible and agile in carrying out its functions.

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Equality/Egalitarian	The existence of fair equality, especially before the law, makes the bureaucracy more open and the existing government apparatus more professional because they are chosen based on their respective capacities.
Women's Emancipation	The existence of equality between men and women in the bureaucracy is important, thus providing an opportunity for everyone who has a professional capacity to occupy public positions regardless of their gender background.
Information Technology Adoption	Making the bureaucracy adaptive to the times so that innovation is easier to be adopted by organizations, improving the quality of making existing human resources, and making the bureaucracy more responsive in providing public services to the community/public
Oriented to Consumer/ Public Satisfaction	Making the bureaucracy more responsive to every need of the community in accessing public services, so that public services provided by the bureaucracy become better and more professional in the future

Source: Analysis Results, 2022.

Based on the table above, global culture contributes to efforts to develop the bureaucracy in Indonesia in a better direction, so that the adoption of a global culture that would have positive implications for the bureaucracy should continue to be pursued, this is based on the understanding that the bureaucracy in the future should be able to adapt to the development of the environment and the times both from within the country and from the international world.

Building the Synergy of National Culture with Global Culture in the Bureaucracy

Bureaucracy in Indonesia should be built based on positive culture, both from national culture and global culture. This is because the bureaucratic culture should be able to adapt to its environment both in terms of the national environment and in the international environment where various organizational cultures that have been implemented in other successful countries should also be adapted to the needs of the existing bureaucracy in Indonesia so that it is expected to create a bureaucracy that thrives in the future. The bureaucracy in the future should be flexible towards various conditions and demands from the public, so that the bureaucracy will not only be able to carry out its duties, but also be able to develop itself in providing excellent service to the public.

Efforts to develop synergy between national culture and global culture in building the bureaucracy should be structured in which efforts to combine national culture and global culture need a good planning carried out by the government starting from which culture will be acculturated, to which bureaucracy will apply it first, whether at the national level or at the local level, this is expected to be able to minimize the negative impact of the acculturation of national culture with global culture in building a better bureaucracy, the description as referred to above can be explained through the following figure:

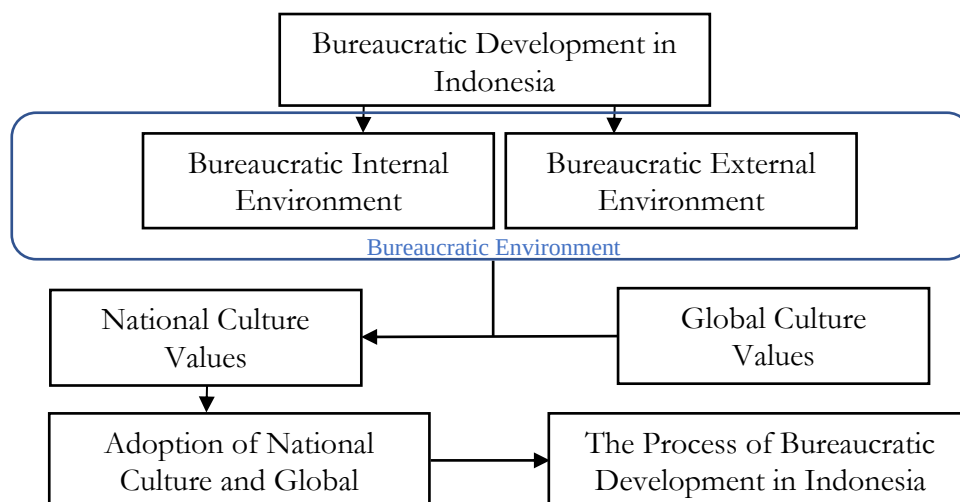


Figure 1. The Synergy of Global Culture with National Culture

Based on the picture above, the effort to build synergy between national culture and global culture in the development of bureaucracy in Indonesia is a collaborative effort involving various stakeholders based on their respective roles and duties. The success of building the synergy of national culture with global culture is defined as the success of the stakeholders involved in the effort to create an open, adaptive, and professional Indonesian bureaucracy to create a better implementation of government functions than it is today.

The adoption of global culture in bureaucratic development does not automatically position the national culture with global culture in a balanced way, in terms of position in the bureaucracy, national culture has a higher position, this is because national culture is a characteristic of Indonesians who have been part of the national culture. Indonesian society is an expression of deep thought regarding the environment and its values, so if in the future there is a difference between global culture and national culture, then national culture has superior compared to global culture, this is because the global culture that enters Indonesia should be filtered by national culture in order to have harmony with the national culture that has developed harmoniously so far in the community.

CONCLUSION

Empirically, global culture cannot be avoided by the Indonesians, this is based on the fact that Indonesian culture should be part of global culture, efforts that need to be made are to filter global culture that comes to Indonesia so that it will not have a bad impact. Global culture does not only affect society but also bureaucracy. Global culture practically influences bureaucratic performance in a better direction (Eu-consequences), which means that the Indonesian bureaucracy is currently oriented towards achieving professional performance and is responsive to public services. Global culture influences bureaucracy either naturally through adoption by individuals within the organization, or structured through regulations regarding organizational cultural values that need to be practiced by individuals within the organization. However, global culture should be juxtaposed with the local culture which has been part of the bureaucracy, such as the practice of "musyawarah mufakat/deliberation for consensus" which is part of the characteristics of the Indonesian nation's culture, so that in

the future there will be harmony between the adoption of global culture and efforts to preserve local culture in the process of bureaucratic development in a better direction.

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