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**Submission date:** 04-Oct-2022 12:57PM (UTC+0700)

**Submission ID:** 1916220714

**File name:** SMILE MANAGEMENT^J MANAGEMENT OF ENVIRONMENTALLY FRIENDLY.pdf (433.48K)

**Word count:** 3705

**Character count:** 19704



2  
72  
**IC-GWBT2012**



ISBN : ISBN 978-979-3812-25-0

# PROCEEDING

INTERNATIONAL CONFERENCE ON GREEN WORLD  
IN BUSINESS AND TECHNOLOGY 2012

Technopreunership Based on Green Business and Technology  
23-24 March 2012

Published By:  
Ahmad Dahlan University  
Yogyakarta

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SMILE MANAGEMENT, MANAGEMENT OF ENVIRONMENTALLY FRIENDLY  
BRAND, THAT WHICH EXCITES THE ENTIRE RESOURCES MANAGEMENT

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1 **Introduction**

The history of development of management in Western countries, which are applied in the management of the Organization and the company began with the development of management to achieve goals and personal interests, then followed for the benefit of the Organization and the stock holders. The development of management theory in 1800 's Robert Owen in books (Handoko, 40-41), stressed the importance of the human element in increasing the production of industry, Owen developed a range of work procedures in the company as an effort improved productivity. Charles Babbage (1792-1871) develop management to make factory operations into efficiency. Frederick W. Taylor (1856-1915), with the scientific management theory, he developed the theory of mechanisms to improve the efficiency of the work of the organization. Lillian Gilberth (1878-1972), developing a psychology of management, have the ultimate purpose of helping employees achieve all its potential as a living thing (Handoko, 41-47).

Until now, the management development geared to the interests and the interests of the Organization, the stack holder, management is still dominant, many benefit use as a means of pursuing the interests of the individual owner of the shares. Management in an effort to manage the company so that it could efficiently, working his employees could be in line with the plan of work effort is made with top-oriented interests of managers and owners of companies. Implementation of a management system in the field, more pressing and forcing the workings of employees and subordinates, how aware employees by imposing work. The impact of conventional management models of these employees feel stress, employees feel as object should always be afraid of and subject to blindly perform tasks from superiors.

Management theories that are still oriented corporate interests, will position the other companies as a competitor rather than a partner, company-oriented corporate interests will do the employees as a vassal, it management can do whatever he lives in order to benefit the company.

The company continues to expand the competition tight (according to Porter 1995, 4) that a competitor could be supplier, replacement products, companies, new entrants could also be a buyer), and with awareness of his rights, the consumer will start the developer management theory began to change the direction, felt that the victory of the competition will only be obtained for a company that is able to Captivate consumers by way of creating consumer satisfaction and meet consumer needs. Those who win the competition are those who are able to lure their surroundings. Start a marketing theory that make the products developed, considered to be the interests of the market, developing the company maintaining environmental sustainability and so on.

The presence of Islam since the 6th century A.d. teaches on congregation, excited them, easily they don't you fear-have to fear them, and Islam all humans is the same mounting position in front of the creator, which distinguishes is just piety, obedience to the creator. This can evoke the passions around the element, without restricted speed race, caste, or see that anyone can live with a sense of happy joyous activities without force its scary. Q.S.Mujadalah ayat 10, Alloh will raise the degree of Commander of the faithful and knowledgeable and had the knowledge, the Q.S. Annisak verse 1 o the human piety in God, who created the other verses do not discriminate those officials and those small, differentiated religious faith.

In spite of counter pro in society, management qolbu developed Abdullah Gymnastiar (A.A gym) had for the Indonesian Islamic people, even Asia, which imparts culture greetings, smile, say hello to. Greetings mean- pray for the safety of others, smile mean- show propinquity, familiarity and companionship with others, say hello to mean- able to say hello to on our friends. It feels really uncomfortable top management concept qolbu this. Unfortunately Abdullah Gymnastiar themselves who perform actions against the current, perform the actions that the Act was not accepted in the family she herself and perform actions which are not tolerated women in modern society is not willed polygamy. Management qolbu baatil that was destroyed by the persons themselves.

Agree or not management qolbu much bugged the men, to more public service community lots put up symbol concepts developed AA Gym greetings, smiles, say hello to, in schools even used in gas-gas pumps across Indonesia. Indeed management qolbu though its originators had slipped and was doing a variety of self management, idea management qolbu many referred to by those who would understand the essential management with hard heart that idea still need continuous education for employees in various places of work can create the comfort, proximity to the customer, a sense of friendship with all parties. Abdullah Gymnastiar including teacher and entrepreneurs who succeed in the period, with its mission to become a professional company based on community economic empowerment good heart that continuously improve myself to synergize and develop society dignity and prosperous (Multitama communication, 2006, 11-12). On the basis of a business based on this heart management AA Gym entrance in daftar kisah successful businessman by Muslim Indonesia. This AaGym which developed the concept of the three S (Smiles, greetings, say hello to) in a variety of idea of harmonious life.

#### **Smile management, management that is oriented toward an employee.**

A smile in the sense of language mean attitude and facial movement refers to a form of empathy, attitude, demeanor, accepting on the person/object happy etc. People who smile makes him seem cheerful and happy of the presence of other people, and others happy also with the attitude that they are presented. A smile in the sense the term is attitude and overall management policy could create the pleasure of other people in the broad sense and make others not worry will be subject to threats or losses in the future, even make them comfortable and will foster the joys of living in the future.

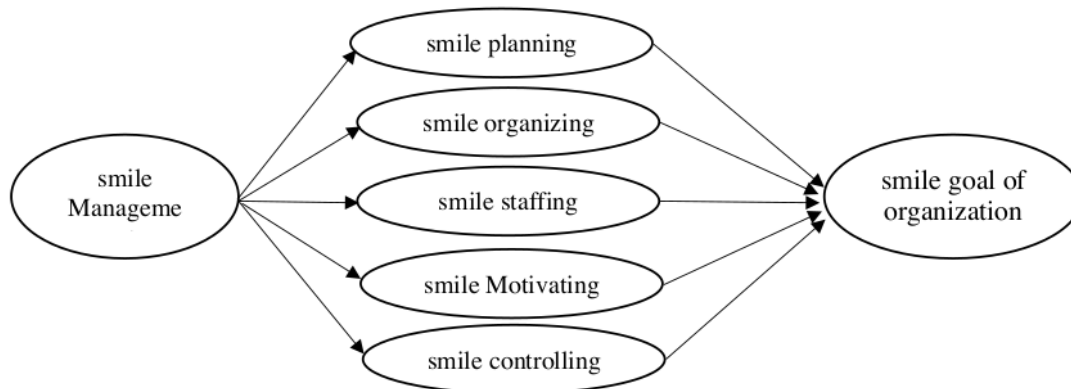
Smile management not far from thinking of the meaning of the word smiles outlined above, that the management of a smile, give meaning to the acceptance of the presence of the other party, including employees and the environment, and giving the meaning accepted by others including top management environment created conditions could be accepted all parties and can provide benefits to all parties.

Idea management a smile like the one above in line with the idea of green marketing developed in Dharmesta Budi Waluyo Atmoko (2011, 15), which declared the green marketing in general involves advantages for the environment: (a) product development, environmentally destructive intensity of smaller previous total of product, (b) the development of the product has a positive impact on the environment, (c) unification of purchasing products with the organization or event environment. This kind of management, if applied in the management of governmental, then managers will be endeared by his people as a whole, if management is applied to company managers will be endeared by the employee and if management is applied in marketing will be tolerated by consumers.

The stage of smile management is:

1. Planning, is the preparation of the work program will be implemented in the upcoming period, on the concept of this Planning should depart from the interests of the community, planning departed needs stack holders, planning must consider the interests of Muslims, planning should consider the needs of the environment in either the company or the company's outside environment.
2. Organizing, Basing the potential of existing human resources, basing, directing the seriousness of environmental culture based on employee's pleasure shall be based on coordination, communication and pleasure.
3. Staffing, Preparation of staff adapted to the potential and capabilities of personal, preparation of staff based on the needs of the Organization, preparation of selected staff who have personal qualities and has enjoyed serving the congregation.
4. Motivating, Motivate stimulates fun employees, motivate common people, to be of service to motivate glad to the task, exhilarating when can make other people happy.
5. Controlling, Supervision shall be based on the fun run errands, which supervised is pleased to straightened out if mistaken, customized guidance, controlling based on call-on truth and patience, controlling fault, but rather seek to monitor improvements, not authoritarian nature of controlling organization, but solidarity togetherness.

Stage management developed this smile if viewed outline would look like on the pictures and illustrations below:



The classification of adhering to the concept of management Handoko (2003, 10) which are then in a modified.

### **The principle smile management**

Invite subordinate work or companion in labor with the technique of fun, ruled on a subordinate by creating the obligation by consciousness of the right to be acquired; set an example that can be excites employees, require with give realization their needs. When composing the work plan must is based in environment and the thing to be avoided make damage to the environment, the orientation of an organization government interests on the basis of labor interests and labor, advanced work program for the interests of labor with the interest of the company.

Relationship management to environmental organizations, smile creates personal character in the Organization to another, happy to help value that will be implanted in the moment helped reward

others, build character, we will be glad if someone else is happy and we are restless if others suffer, implanted Manager joy if employees have been able to prosper.

Idea management can be distinguished from smile management of conventional, can be illustrated in the following fields:

Element	Conventional management	Smile management
Corporate objectives	Get profit companies and investors	Benefit all parties, investors, corporate, as employees and the environment
On the attitude of the company of another	A competitor who always threatening our endeavors	The partner of a business that can all member advantage of both sides
Treatment of employees	Object role as workers and tool creators profit company Become an employee at any time could be thrown in when not needed	Our business partners which will be of mutual benefit. Interdependence between managers with employees
Attitude the environment	No matter on the condition of the environment, the result of a positive or negative result of policy management	Took part in creating the conditions to avoid damage, avoid harm to the environment, but until it is able to give the environment.

#### **Planting work ethic in smile management**

The success of the organization is the goal achieved if the employees love to work effectively, therefore, employees as well as the entire leadership of the Organization so it has infused love working a high work ethic for the organization. As for the way that reached is:

1. Embedded happy work, that the work it must be carried out every person who will get the most effort should work, the work must have been increasingly serious high productifity, lazy people who will get the rewards that work fewer than the product obtained their diligent work.
2. Created the philosophy, the work is rewarding, idle, idle, shoddy work, respectable work exciting, idle detrimental.
3. Be cultivated love to work, work habits so that it becomes a habit, happy culture of work. Making work Habit loyalty is high, this makes a successful company Japan (Susilo, 2010, 77.)  
Susilo, According to Japan's success also awakened Susilo of culture of hard work (2010, 49).
4. Embedded all the work not in vain, it will get in return, short term or long term.

#### **Smile management awareness of work**

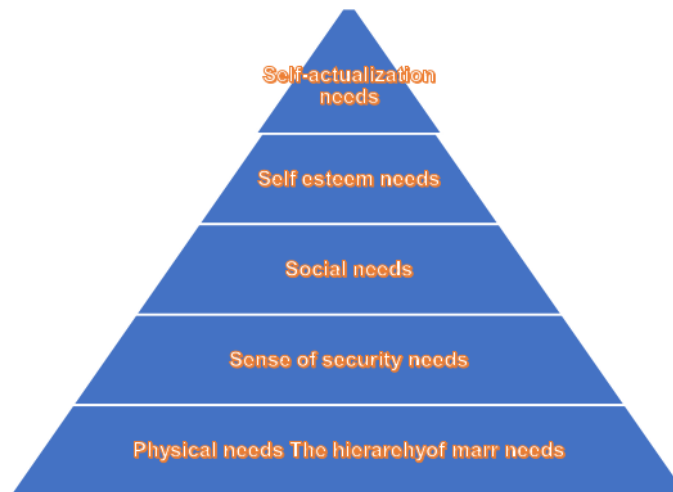
Management of the smile (smile management) is management that provides awareness of employees and subordinates with a touch of the heart that creates pleasure employees to work income zoom, switch on the Organization, which lead to the benefit of the employees, without detriment to the organization.

Observation writer, people have the will of hard work influenced by two things: awareness grabs hope for and constraints. Work influenced unlikely will spend a lot of energy is very high and works it can only effective if an employee in the condition of fear and supervised strictly. When not in control, the employees work, a leisurely manner where they will get a chance freedom protest, this happened to of employee in various countries of democracy, many demo demanded

her rights. On the contrary, work that is propelled by consciousness of work and fervency won a high hopes everyone will be motivated hard work. A laborer works with a system of balance achievement, they will race could finish the job even though the outside working hours, motivated will hope higher will result obtained.

A lot of evidence in the field of employees work with pleasure must not demanding first her rights. The servants of the kingdom (man) as in Jogjakarta, they were in love being man servants, been close to the king, work without given a salary, if given money transport, not how much obtained. The managers organization mosque un hope honorarium, even they like willingly give the charge for poor people, voluntarily he builds mosques, from buying land, seek favor the physical construction of the mosque, take care of progress every day, invite teachers lecturer at the mosque, convoke meeting people and training in society.

All of this is a manifestation of tangible evidence that people can be driven by the spirit of hope, not necessarily with sheer fee and material. This proves the theory of Abraham Maslow's work was encouraged that people moved to meet his needs, which according to Abraham Maslow's needs are divided in five stages. Physical needs, the need for a sense of security, social needs, the needs of self esteem and selfactualization needs.



The main problems in realizing the consciousness of employees willing to work hard, employees need to know their needs and then strengthened his needs so that they are able to perform the job in order to pursue the needs of her. The behavior of managers should be cultivated in order to realize the showed and smile, smile management Managers is not possible without the minimal model example given his management, therefore the leadership of the Organization required to have honest and trustful nature:

Thousands even millions of mankind willingly follow polls Muhammad, capable of give materials of wealth, power and cost to run the invitation Muhammad both by people who directly met him or those who never met her, this is due to the behavior of the Prophet who would be honest in his actions, consistent from. The doctrine and their behavior. Muhammad teach seek that you honestly although in honest is destruction. Behold the upright there is safety. Depart from although in falsehood false your think is safety. And behold, it was found in a lie. (Antonio Syafi'i (2010, 225).

### **Education smile management**

A good idea is not yet a cultural community will not be realized without a strong commitment from the inventor of the idea that people know the ideas and institutions have agreed an interest. An idea contrary to the custom of the community will not be accepted even many rejected his presence by the community. Therefore, once found the idea of containing the positive value, needs to be developed in an effort to convince the community to change led to the new idea of applying and leave old habits.

Engineering educate society, according to Ki Hajar Dewantoro (educator Indonesian), to be done with three engineering (1) Ing ngarso sung tulodo, the leaders in front of have to give an example to run the idea that has been launched. (2) Ing madyo mangun karso, leader it means to be located in the center people to member of motivation, the spirit of its member to run the order that has been set. (3) Tut wuri handayani, it means that position behind leaders yes sometimes members, it means evaluate what has been done members, has been running well stay continued, are still don't run, then leader straighten members to work as fixed decree.

Education in realizing this idea basically hang and where all the parties to recognize the greatness of new ideas, leave old habits and to materialize the idea immediately and a new idea. This can be realization to do with the theory of change that according to Rhenald Kasali (2005, 216-327), make changes to do with: (1) do the work simplification (2) work faster (3) an action-oriented, (4) there is a transformation of values, (5) reinforce the new culture.

1. do the simplification way of working. Management would smile can be accepted by all ranks of the Organization and the entire personal organization to another, even if the stockholder management concepts can be packaged in a smile is a simple idea, its implementation is simple and can be beneficial for all parties, in the long term it can give wider benefits.
2. works faster. Idea management a smile that has been socialized, conceived, realized soon realized quickly. With so many people who are convinced of the truth, the other party will be curious and will try it out. This should work faster with quick thinking, followed by taking the decision quickly, act quickly, if necessary use technology Kasali (230-237).
3. action-oriented. The idea will not get response significantly before the real action by the developer's idea is not manifested in action. The practice will be the embodiment of management must be lived with a smile real action so that all parties can be convinced of the truth of the theory of management of a smile that was developed. Therefore management theory practically arranged smile and easy to put into practice and immediately put into practice.
4. There is a transformation of values. The issue that arises from the management idea, the smile is an understanding of the value of benefits is more the idea of management of a smile, if more have merit, then the transformation of values will soon occur. The task of education is to assure the value of management benefits the smile bigger will be useful in the future as well as present.
5. reinforce the new culture. Smile is a new management culture for the Organization, all parties must understand, all parties in the Organization must carry out. They were given reinforcement-strengthening the gift if it is to implement and sanction or punishment for those who break.



### **Excites resource management is a smile of work**

Resource is human resources involved in organization consisting of management and labor. Smiling being symbol propinquity between individuals one of the other, smile be symbol acceptance the presence of one another and insignia of friendship among them and they are friendship in organization of the work, leader with subordinate are partners of work, unit one is from other units working partners. Equally friendly work there is help each other and to help each other mutual giving advice and mutual will pray for the happiness of the other, friendship that is either not cooperation to collusion, corruption, not cooperation in besmirch organization for their personal interest; a superior subordinate to remind each other, if wrong help each other if it is true. Work in a good at work that has helped friend from work in other units it can create the condition of the mutual facilitate the work of the company. Orders and the teaching of the prophet Mohammed, that hand in hand in virtue.

Sometimes a question and the scorn of people, where many people in the company can honestly, which occurs in general are looking for weaknesses and looking for opportunities to win business competition. For each condition, to education comfort to help be cultivated conditions the company can certainly be realization, of course the managers gave an example of a minimal model first (Safii, 241-242).

### **Conclusion**

Basing exposure described on the previous page, then it can be drawn the conclusion:

1. Management of the smile is environmentally friendly management required by the community at large, and the entire resource in the organization.
2. Managing a smile creates the conditions to feel comfortable, soothing environment, conditions are spared from threats and intimidation from supervisors, personal relationships in organizations are very warm, full of friendship.
3. Managing a smile can excite the entire work in resource companies, however this requires an understanding smile management and education long to get the hang of management principles and creating a smile a smile management habit.
4. Management takes the commitment of management smile, takes the example of honesty and the mandate of the Chairman.

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