

ETIQUETTE IN AN ORGANIZATION LIFE, THE MOST ONE BUT NOT REALLY DONE YET

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ETIQUETTE IN AN ORGANIZATION LIFE, THE MOST ONE BUT NOT REALLY DONE YET

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Abstract

The globe is changing everytime beyond our logic everywhere without alarming sometimes. Eastern and western culture being mixed everywhere, since the electronic era had been upgraded here and there without questions. Organization culture is changing too in many ways due to the culture shock of the employees, so that human resource with etiquette will be a unique one to be found. Etiquette could drag the organizational behavior to be a better circumstance for everyone and clients too, because this behavior would bring the air of comfortness for internal and external working process. Organization's staffs with etiquette will be a high priced treasures of organizational behavior for the organization itself, because no more wonder they could build a comfortable atmosphere for everyone who worked for the organization. Etiquette will bring all the staffs of an organization into a comfortable and suitable atmosphere for internal (teamwork and individual work) or external connectivity, so that the process of reaching the organization's goals will be easier. A comfortable air will set everyone's mind on the right path as it should be to guide them to be someone with a plus poin personality which is needed by his or her surrounding. In order to set a comfortable air for a healthy organization modern life, the organization's management should think about empowering its human resource, specially personality and psychology empowerment for their own good future and their own good brand, as we all knew that a brand can bring an organization to the top or the lowest poin of its level.

Keywords : etiquette, human resource, organizational behavior

Introduction

Etiquette is the basic capital for humanity in securing wherever they are. This basic capital has really been attached to humans since humans existed, but still had to get good direction so that it could provide added value to humans themselves. Every parent must give their best effort in providing education about ethics for children who are excluded. And every parent has their own way of giving lessons about etiquette (Thornberg, Robert, 2008).

Every child will certainly pay attention and discuss what is done by their parents or people around them. If this is not necessary to get good direction, then anyone who wants this child will ask for whatever he sees without sorting. This is where the parents are required to accompany the children to provide an understanding of everything they have and meet around them (Lazear, Edward, 1993). Get good results for children's personalities that can be obtained for their future.

When the value of an etiquette can be instilled very well from an early age for children, and they will grow into value that has very good added value. An ethical businessman will be a respected businessman and respected by the people around him without exception (Ryabova, Marina, 2015). In the position of a leader, this person will be a leader who brings conducive and ethical work to challenge those in the environment. Conditions that are comfortable for many people will also be a challenge that will increase expectations for the business being run.

Literature Review

Etiquette

Etiquette is a behavior's code that in line with expectations for social behavior, due to contemporary conventional norms included the society itself, social level, or group. The experts said that *étiquette*, literally about a tag or label. It is doing dynamic evolution over the years. Nowadays, etiquette is a very precious thing to be had by anyone, because this one would set anyone become a special one among thousands, and would be a plus point of him anywhere anytime of his present (Handler, Richard, et. al, 1988). This matter is the precious thing that ever needed for human resource, because this will bring the highly prestige of the organization or the manpower himself, because whenever it attached on him that will be a plus point of all, and no one will deny it for sure.

The word named etiquette really needed to shape a great human resource nowadays even for himself or even for his organization where he makes money or an organization which is owned by himself. When it attached on, the air of organization or team work or friendship in a organization will be comfortable for everyone there for sure, even for those who are new crew (Morin, Emilie, 2019). The feeling of respect others will be arisen as the comfortable feeling established among them in their office, even to others who are not the part of their office, for instance their clients, because, when etiquette is in the air, no matter how old or how young others will respect each others as they realized that they would need others hands don't know when it will be (Lazear, Edward, 1993). They realized it since they knew they could not live without others, as an organization will be no more brands as it could not respect other organization by doing black campaign or the vice versa, an organization will get a high respect from others due to the implementation of etiquette in whatever they do (Handler, Richard, et. al, 1988).

Human Resource

Lifestyle affects humans to deal with their life itself, although many things affect lifestyle itself. As we can see nowadays, culture which is affecting lifestyle directly had been mixed by the advanced of technology (Mishra, Punya, et. al, 2004). The advanced technology had brought and spreaded the variety of culture in the globe from east to west or from west to east, some of eastern culture had been influenced by western, and the vice versa. For instance, we can see many eastern cuisine had been admitted as the most delicious in the globe, and the western culture had changed women performance in many places in eastern, many countries in eastern had changed their point of view about women position in their society, there had been an acceptance due to the equality of gender, so women had the same chance and right in their life as men, including in the governmental and law too.

The working culture is changing too nowadays, many kind of men jobs had been done by women in many places in the world, and they do it properly as men did, no wonder there are women work as pilots, mine's vehicle drivers, etc (Mishra, Punya, et. al, 2004). Those are many examples that we have seen much nowadays in our country and many other countries in the world. As the globe's changing, there are many kinds of modern lifestyles present, some of it had been written above, now we can share some points of view about modern lifestyle. What is modern lifestyle? Modern lifestyle is a new version of doing and enjoying life wherever they are.

What is lifestyle ? It is a distinctive elements of groups' status strictly that linked with a dialectic of prestige recognition. The lifestyle is the most visible look of a social differentiation, even within the same level of social life. Particularly, it is shown the prestige which the individuals taken as they enjoy or to which they aspire.

There are formal analysis of lifestyles, a more complex model in lifestyles. It is consist of so many social practices and closely connected to individual tastes. That represents the basic point of intersection between the field structure, and it processes linked with the habitus. In sociology, lifestyle can define as the opinions, behaviors, interests , and also behavioral orientations of an individual, group, or culture.

Organizational Behavior

Organizational culture is a working condition of an organization in any situation in order to achieve the goals set (Lazear, Edward, 1993). Each organization has its own culture in undergoing the process. These conditions are usually formed along with the workings of a leader of an organization. The wiser the style of one's leadership, it can be ensured that the work culture of an organization is a culture that brings a positive atmosphere to anyone connected with the organization.

A leader is someone who is believed to be able to build and direct an organization in the process of achieving the goals set at the beginning. Every process carried out by the organization in accommodating the needs of its product users is a condition that is able to cause the product users to feel comfortable and are always interested in re-using their products. Members of the organization will also become loyal members and have satisfactory performance figures, because of the pleasant situation and make them feel at home becoming members of the organization (Lazear, Edward, 1993). With the existence of conditions and conditions that are comfortable and conducive in an organization, it can be ensured that the organizational culture built by the leader of the organization is very good.

Due to the previous paragraph above, do we still think that etiquette is still needed for us to bring comfortable air for everyone in a organization in the modern lifestyle as almost everybody do nowadays? Or etiquette is an old manner which is not really important anymore for our modern lifestyle ? or we do not need to guide our new generation about etiquette as our highest manner for maintaning our comfortable society life ?

Research Method

This paper will talk about the data or information which are delivered by internet and some articles, thus the research method used here is qualitative (study case). The data or information is about recently human resource with some of etiquette lackness which could delivered any unexpected result of organization's process of reaching their goals. All data is gathered from relevant periods to enhance the analysis.

Findings and intrepretation

We had heard a very shocking news recently due to impolite service from a wellknown avian company of a wellknown state recently. A wellknown avian company of wellknown state had dumped its customer out of its aeroplane without etiquette, with no manner at all, with no make sense reasons at all, and the passenger got injured too. The passenger got to get a surgery for his broken nose, and treatment for his 2 lost teeth as soon as he got helped. The passenger got nothing from the airlines for his injured treatment, too.

What's wrong actually?! A well known company such as American Airlines had done something really out of the line treatment for its customer by dragging him out of his seat then dumped him as if he is not a human, as if he had stolen the ticket, as if he were sitting on other's seat. It was really

disgusting and ashamed action of avian company ever. They were doing that as if they were the perfect one, as if they were the great one of all, as if passengers were not having their right as human, and no right at all as passengers who had payed the ticket fully.

As our knowledgement, once we pay for a public transportation ticket, it means we had payed for the tax and insurance, too. So, we, as passengers, should get the service as it should be given to customers (passengers) of the public transportation means. Once a public transportation's passenger got an impolite treatment when he took it, it means the transportation company had already done something wrong on passenger's right, so, a passenger has a right to accuse the company for that if he wanted too. There is a law for this injustice of company to its customers, so a company should pay attention for their responsibility due to their customers' right (Lazear, Edward, 1993).

Here, everybody who already bought the airlines tickets, no matter what color they are, what country they are belong, whatever they do for life, they are all have the same right as the airlines' passengers. No more discriminations behalf on overloaded reasons. Then, appologizing will be taken over by the chairman to the world, since the effect had been blasting all over the globe, not by those who did wrong (Handler, Richard, et. al, 1988).

Human resource with etiquette is needed for organizations everywhere, since we are all knowing that in global era etiquette within them are rare to be found, so that many organizations' managers will "run for" them if they were around. We are all sure that etiquette within their employees or the candidates whom those managers being selected can build the honest and comfortable workplace for everyone in any organizations, in any levels indeed. They are such a rare high-priced treasures for many entrepreneur too, because as their knowledge and etiquette collided would be a golden-blast for the organization .

Eventhough eastern and western had been collided, those with etiquette will stay still with their style nomatter what. These type of employees can create "green" organization behavior too for their surrounding, as they will do "green" performance in their workplace (Dr. Chitakomkijsil Pranee, 2010). They will treat their colleagues (older or the same age or even younger) or their co-worker or their superlative, and even the clients or customers of the organization very well in a real manner of socializing. As they are doing that in daily routine, profits will surely followed without any hesitation for the company ororganization and the goals which have been stated by the organization will be reached as soon as possible (Handler, Richard, et. al, 1988).

Members of an organization need to remember several things in carrying out the communication process. Communication is a process to convey a message from one person to another person clearly and well, so that the purpose and content of the message can be conveyed properly. Before conveying a message to another person, it is better if the messenger or the owner of the message must be absolutely sure that the recipient of the message has understood and understood what is meant in the contents of the message. When the recipient of the message understands and comprehends the contents of a message, the external communication process can be said to have been carried out properly.

Ethics in communication has an important role in the communication process. It needs to be well studied by members of an organization. An organizational culture is also influenced by ethics in communication. Because the ethics of communicating someone is able to produce a very unexpected atmosphere when a message is delivered, be it a very positive atmosphere and vice versa. There are people who become employees and work for manufacture which produce many kinds of product or

services do their lives without etiquette, they will show their etiquette to those who are have “the same level” as they thought, they will do and work without any objections for them who are have same level. What these people without etiquette had in mind about those who are at the same level are:

- they have the same style of fashion
- they have the same hobby, e.g : shop for high price goodies, high cost traveling, etc
- they have almost the same high income
- they have almost the same level of work positions etc

They will serve those who are at the same level with full hearted, even they will do the best to make those who are at the same level satisfied and “spend” more time and money with their services or products. They will put their head as their feet sometimes, just to get compliments and many other flattered words as their purposes, eventhough their services or their products not really satisfying indeed, it will be a lip service only, and could be a boomerang someday.

But it will give a different looks if “the clients or friends” are not at the same level as them. There will be no full hearted services or even words, everything will be done with purposes, as they have in mind that their friends or clients don’t have the criterias they wanted, they won’t do and give what they should have, since they thought that they won’t get anything what they wanted from their friends or clients. The situation will be upside down for anyone who seen that. The point is, these people with short of etiquette will do whatever to run for advantages or profit from what they do, without feelings of humanity sometimes. So, they will strike whatever they thought were obstacles on the way their purposes, no matter what.

The unwillingness to have a connectivity to friends who are not at the same level will lead to unfairness and uncomfortable feeling in the teamwork, because those with short of etiquette won’t get along with the others in many ways of work frame. They will neglect or even reject others’ ideas or concepts, since they thought that others’ are not as good as their ideas, concepts, work performance. This uncomfortable feeling will bring the “hot” air into organizations’ teamwork, no more denials about that, because the hot air can affect the employees’ work performance. Some employees’ work performance will getting lower due to this situation, their turnover number can be arisen too, it means organizations’ could lost their manpower’s capital whom might have great skills which are needed most. Employees with high level skills mostly a quiet person, so, as they are not feeling comfortable anymore with any situations they would go in a second without other’s knowing.

It is really a silent thread of lethal weapon for an organization actually if there are people with short of etiquette standing for them, because those people will make their clients or customers not feeling comfortable due to the employees’ mask whenever they service their customers or clients. These people will strike their organization’s profit silently and slowly, then they will strike the organization’s foundation in time, since they were working for their own good on their own purposes. They won’t think about what will happened to the others, is it going to be bad or good for others, evenmore for their organization’s life in the future. By doing everything for their own good, the clients or customers will be treated as they wanted, no more feeling for others’ goodness. Then, there will be turnover customers and clients in the future which are attempted the organizations’ life in the future, because, as we knew, turnover customers or clients will run to the collapse of organization due

to reduction of profits. Reduction of profits will bring the organization to the lack of cash and capital.

What customers and clients wanted is a command for a company (Lazear, Edward, 1993). We often heard that clients and customers are kings for a company, so if a company wants to get a lot of profit in the future and grown up well, its service for their customers and clients will be should be the first priority. Familiar and full hearted service will drag customers to be a loyal customers, then they will be a free of charge marketing officers for the company, since they will tell others , for instance their friends, their colleagues, their relatives, etc, to join them as the customer of the company, and the will surely be a new loyal customers too not in a very long term.

In running an organization, etiquette is one of the important things included in it. As clearly as any information or an assignment (delegation) process is carried out by the leader to other members of the organization, if the process is not based on good etiquette, good results will not be obtained. Likewise in the work process carried out by a member of the organization in carrying out a service process for service users or products, all must pay attention to the proper etiquette. This must be done in order to respect and respect others in daily life, so that a good organizational culture can be maintained.

Etiquette in running a business is one important basis that must be maintained. When the process of mutual respect and respect occurs between the leader and employees, then a positive aura will be felt in the performance of the business. This can be caused by the emergence of a desire to take care of each other for the smooth process of achieving the business goals that have been set together. Mutual support in the work process is a continuation of the preservation of etiquette in a business organization. (Mastenbroek, W., 2000)

An ethical business will affect many things in the business itself. Many small things will be affected by this, including how to communicate (as stated in the previous paragraph), act, even in how to dress. All that will be the basis for a business running positively and developing for the better. even more so when etiquette is held firmly by all members of the organization, from the leadership to all its employees (Post, Peggy & Peter., 2005).

Etiquette in running a business does not recognize race, religion and position. Whoever you are, where you come from, whatever your position, it would be better if you have ethics in any case and related to anyone. Because by being able to understand and explore etiquette in socializing, especially in running a business, it becomes very important. It's no secret, that the higher the etiquette upheld in running a business, the business will grow faster and more successful.

A business owner does not only need etiquette when he deals with his employees in a job. An ethical relationship with a business partner is also very necessary to always be maintained by a business owner. Many things are included, among others (Mastenbroek, W. (2000): (1) honest and open in terms of financial and business conditions that are lived and connected with business partners, (2) respect and respect partners or business clients without differentiating big or small business partner business. When we respect others, then the positive effect we will feel right then and there, even to an infinite time.

Culture of each region and even countries in the world is different. However, a business owner must know and understand this very well. How to communicate in this case will determine the final outcome of an ethical business communication. It may be a word or action that according to our

culture can be said to be polite, but it turns out to be contrary to the culture of other nations, for example China, Japan, or other countries. (Bass, Anna Nicholson, 2010).

¹ Organizations also have their own culture, created over the years and can not be changed overnight. Typically, such changes take place when a new chairman or a new CEO (chief executive) ¹ came the head of the company. Every employee needs a certain time for a specific perception of the existing culture of the organization, so it is very frequent and abrupt changes may embarrass employees, disorganize them and lead to frustration steady rhythm of work. However, corporate culture can not be static. It should match the particular time, and therefore subject to change (Post, Peggy & Peter., 2005).

Culture of every large organization, especially multinational corporations, not uniform and can include tens of subcultures. Within each division of the company may be appropriate culture of each unit. With the spread of globalization multinational corporations can have branches in more than ten different countries. Thus, if the head office is located in France obviously has a strong French culture, corporate culture division in Taiwan can feel a certain influence of Chinese culture. At the same time corporate culture factory in Indonesia at the management level can include quite noticeable elements of local culture (Bass, Anna Nicholson, 2010).

Corporate culture can be defined as an organizational image, which is a reflection of the position adopted by the company as to what can and can not be its further development; what values proclaimed real and what is not, and what type of behavior ¹ is acceptable in this company. Corporate culture sets the tone of influencing both the mood and state of mind of the staff, and on it (the company) relationships with customers, partners, investors and others (Mastenbroek, W., 2000). Corporate culture has two levels : (1) At less visible level are values shared by working in a company which is stored regardless of changes in staff. On the visible level of culture embodies established and adopted the style and principles of behavior that new employees are encouraged to maintain. (Those who are not in compliance with the existing norms ¹ of behavior tend to find themselves in an awkward situation, getting a different kind of punishment). These principles of behavior can be expressed in the conservative (formal) dress employees; in current practice business meetings (formal or informal) or working with documents, or in very high-quality work with clients. (2) It is the second visible, the level of corporate culture includes business etiquette. Despite the differences between the cultures of companies, firms and organizations, each of which contains the basic principles of business etiquette specific to particular spheres of human activity – business (Craig, Elizabeth., 1996).

Knowing the general rules of business etiquette, people can move from company to company, thus requiring a smaller adaptation period easier and faster to seeing a new culture (Morin, Emilie, 2019). That's why more organizations interested in workers who are already familiar with the main rules of business etiquette. This knowledge will help new workers likely to cooperate not only with colleagues but also with customers company that is extremely important, because for many organizations, customer is the main focus of their activities without the necessary skills and employees is virtually impossible to achieve tangible results. Sometimes it is believed that compared to the financial interests of the company / firm etiquette of little value. Etiquette helps customers to find businesses and does not lose them, because clients and buyers, with new business plans and projects likely to return again to the company that does its best to make them feel comfortable and weighty, significant.

In most organizations observance of etiquette will help improve the quality of daily activities, reducing the number of problematic issues in relations between employees and increasing efficiency

(Mishra, Punya, et. al, 2004). Employees who feel friendly and respectful attitude towards themselves more likely to have the desire to put additional forces to the common cause. Every single employee adequate business manners will help strengthen its professional image that will help advance through the ranks.

Not a few people who think that etiquette is no longer important in an organization and socializing on the basis of development and changing times. However, this is very contrary to the facts. It would be better for a business owner or leader to learn about etiquette and culture from other nations when they have the desire to develop the business or organization they lead. The more we know and understand the culture of other people and other nations, then that will be an appreciation for business partners who come from other regions or nations who have different cultures and etiquette, so that they will increasingly respect us as partners who are like and respectful (Thornberg, Robert, 2008).

Etiquette is a thing that cannot be considered easy, because in it contains many norms that govern and influence many things. The norms contained therein are, in general, the basic norms that exist in society (Jianying, Huo, 2004). These basic norms or values of humanity regulate many things including how one must respect others and themselves that starts from the way they communicate, even to the dress code. Because we respect other people, we will get the same thing from other people. (Miller, Christopher A, et al., 2001).

Respect and respect for others cannot be done solely on the basis of appearance. It would be wrong if we would only respect someone because that person is dressed very well and expensive. Without looking at it can no longer be used as a basis for us to respect and respect someone. It would be wise for us to respect and respect others based on what and how that person treats others around him, including us. (Miller, Christopher A, et al., 2001) and also their work (Ryabova, Marina, 2015).

Etiquette will become increasingly expensive when joining a good manner. A leader or employee who has both is someone who deserves his position in an organization (Mente, De. B., 1987). At least they understand how to treat others as they should. Will further enhance our value as a human being when able to make the atmosphere and work culture more comfortable and pleasant for everyone when we are among them, whoever they are, without the need to look at the status and condition and appearance (Craig, Elizabeth., 1996).

It is worth remembering that etiquette is a guide for us in organizing and socializing. Etiquette is the basis for us to place and respect others as fellow human beings (Miller, Christopher A, et al., 2001). We are expected to be able to do it because we have very good reason and feeling, so that we are able to distinguish what is good and what is not good. So that we no longer feel like someone who has a very high value compared to others (Mente, De. B., 1987).

As humans, we should not always consider ourselves better than others. This will be our judgment when our children grow up to be children who have etiquette or not. All parents in this world will surely give teachings on etiquette since their children are small. So that in the future, these children will grow into human beings who deserve to be taken into account in their socializing process.

Despite the fact there are still many results that are not in accordance with the wishes of many parents in the world regarding the results of their etiquette education to their children. That's because changes and developments in all fields are happening very quickly in all corners of the world. There is plenty of evidence when many parents in the world have tried hard to provide etiquette education to

their children since childhood, but when they were adults it did not show the expected results because their association outside the home is often uncontrolled by their parents. It also often becomes a problem for their environment at home, as well as in the organizations where they work (Thomberg, Robert, 2008).

Some of us will feel very comfortable when running things based on etiquette. Sometimes we are unaware that many things run smoothly and conducive, so that what we do produces something that is useful for us and others around us (Miller, Christopher A, et al., 2001). That often happens when we interact with other people around us, the opposite can happen we don't pay attention to etiquette when we do something. The way we treat others properly according to their ethics, will make the atmosphere in which we are better and more comfortable for anyone, even though the tips we do are things that might not be important to others, for example by saying thank you to anyone who has helped us in even small things (Miller, Christopher A, et. al, 2001).

Acting polite is one of the things that can change the atmosphere around for the better (Handler, Richard, et. Al, 1988). Whatever the conditions, it will not get better when we are experiencing an unpleasant mood, and we are angry with anyone around us (Miller, Christopher A, et. Al, 2001). When we do many things based on its ethics, positive effects will not only be felt by ourselves (Dunn, Cynthia Dickel, 2013). There are many things that should be avoided in order to create a better and comfortable atmosphere for many people (Mishra, Punya, et. Al, 2004) in all situations, including: (1) not using anything that is not proprietary (2) only sound the horn when needed (3) comply with traffic rules when driving a motor vehicle (4) use public facilities as appropriate and take turns with others (Ryabova, Marina, 2015), (5) maintain the comfort of others by not causing noise either in the place living alone or in public places (Mishra, Punya, et. al, 2004), and others.

There are many ways to do good to others (Santamaria, Joseph P., et. Al, 2011). Many things are considered unimportant by others, but become something that is very useful and important for others. When we use public transportation and there are parents who need a seat more than we are stronger standing, it's good for us to give our seats to him. Or just talking in a polite voice to the clerk or shop clerk who serves us.

Conclusion

The ethics of socializing and organizing are the basis of one's success. In an organization, etiquette is not something that is considered not important because it affects many other things. When we respect other people wherever we are, other people will also respect us, and vice versa. Therefore, we must maintain etiquette wherever we are, who we are, and whatever the conditions (Post, Peggy & Peter., 2005).

When we own and run a business, this etiquette will also determine how the continuity of our business (Adeyeye, J.O, et. Al, 2015). A leader is a source of inspiration for his employees, especially when the leader is someone who has a very good manner and supports his etiquette. So that employees will feel very comfortable in the same organization, because they feel that their leader is a leader who is only able to give orders to do something, but is also able to set a good example for all of them. So, it can be said that a good leader for an organization is a leader who is able to build a good organizational culture for all employees and business partners (Bass, Anna Nicholson, 2010).

A business formed by someone is expected to be a business that will later develop and grow into a business that is worthy of being counted by many of its competitors (Arditi, Jorge, 1999). Ethical business will be able to face competition in any condition, with anyone. A market owned by a

business that is full of ethics is believed to be unable to be eroded by an unhealthy competitor. Because the business will be very open to constructive criticism and suggestions, whether delivered by users of their products or employees, at any level (Post, Peggy & Peter., 2005).

The level of professionalism of an ethical business cannot be surpassed by its competitors. The owner and his leadership will try their best professionally in running the business and cooperating with their partners, so that the employment relationship will last forever (Brody, Marjorie & Pachter, Barbara, 1994). Professionalism is not only intended for people who bring benefits to the organization, but for anyone in it without exception (Jianying, Huo, 2004). All employees at all levels of management will greatly appreciate whoever works in the organization, without any difference to the treatment of anyone, who is wrong will get a warning and better education as a punishment, and anyone who has worked well will get anything as an achievement bag award (Bass, Anna Nicholson, 2010).

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ETIQUETTE IN AN ORGANIZATION LIFE, THE MOST ONE BUT NOT REALLY DONE YET

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