The Concept of Maintaining Personal Reputation in Educational Institutions

by Sri Rejeki Urip

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The Concept of Maintaining Personal Reputation in Educational Institutions

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Abstract

A reputable institution needs individuals who are able to maintain their personal reputation. This applies to all lecturers, education staff, and students. By maintaining a good personal reputation, the institution's reputation will also be safeguarded. The objective of the study is to explore the concept of maintaining a good personal reputation from the perspective lecturers, education staff, and students of the Faculty of Language and Art, Universitas Negeri Semarang. Sources of data in this study came from lecturers and education staff in the faculty. The data was collected using a questionnaire which was then analyzed using a qualitative approach of Miles, Huberman, and Sadana. The results show that more than 89% of respondents at the Faculty of Languages and Arts agree and strongly agree to maintain their personal reputation. Most of them use WhatsApp that is equipped with group and status features that give everyone the opportunity to share what they feel and build their reputation. The use of language is also very important in efforts to maintain a personal reputation. Personal reputation is not something suddenly. This reputation is built through time. The statements of the respondent can be categorized via 6 elements consisting of (1) human capital, (2) time, (3) social control, (4) career success, (5) power, and (6) autonomy.

Keywords: personal reputation, maintaining, lecturers, education

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1. Introduction

In the article Toward a theory of reputation in organizations, Zinko et all. discuss in depth what is reputation. They state that although there is no single agreement about the definition of reputation, in general, it can be said that reputation refers to the collective perception of the individual through several other references, which are influenced by the individual actors themselves which do not appear suddenly, but through a period of time [1].

Zinko et al. also state that personal reputation in organizations is the extent to which individuals have perceived others, from time to time, such as doing their work

competently and helping others at work. This personal reputation is built on previous work that characterizes a reputation at work with work-related behaviors and personal characteristics that others feel from time to time, with an emphasis on the dimensions of performance and character [2]. The term reputation is usually found in the corporate field. Based on Webster's New World, one definition of reputation is what is shown to a person or the public, community and so on. In other words, the way you look or present yourself shapes your image that from time to time builds a reputation [5]. Reputations are self-validating in the sense that beliefs derived from one source are confirmed by other sources [6]. Reputation can also enable individuals to get rewards, such as autonomy and opportunity, especially for individuals who have a powerful reputation in the organization. The organization utilizes a personal reputation to predict its members' behaviors and build their own corporate reputation [3].

It can be concluded that the reputation is (1) a value that can be given to individuals, institutions, or countries; (2) perceptual identity that is formed from the collective perception of others; (3) reflects the complex combination of personal characteristics, and achievements.

In this research, the concept of maintaining personal reputations was confirmed by lecturers and education staff. This research was aims to know how they maintain their personal reputation so that they will be perceived as individuals who have prominent characteristics.

2. Methods

This research is a qualitative study using a questionnaire as an instrument for data collection. Data collected from the answers of respondents who have filled out the questionnaire. Data analysis is done by organizing the data obtained into categories, describing the data into units, analyzing important data, collecting data following the research problem and making conclusions so that it is easy to translate. Following this type of research, the interactive models from Miles and Huberman [4] are used to analyze the research data. Activities in qualitative data analysis are carried out interactively and continue continuously until finished so that the data is already saturated. These steps are issued, data reduction, data presentation, and conclusion collected. In the process of data reduction, the data obtained by researchers is reduced by summarizing, selecting and focusing data on things that are by the research objectives. Furthermore, in the process of presenting data, the data obtained from the questionnaire has been obtained and then obtained in the form of notes. The final step in the qualitative data

analysis interactive model is the conclusion of verification. Based on the data that has been reduced and presented, researchers make conclusions that are supported by strong evidence at the time of data collection.

3. Results

3.1. Identity

From 119 respondents, Table 1 indicates the years of service of respondent. The shortest working period is 5 Candidate Civil Servants with a working period of less than a year. The longest is in 2 respondents with the working period between 36 - 40 years. Around 83 respondents are in the working period of 6-20 years. This work period is expected to be used to identify whether the period of work at an institution can influence them in maintaining a reputation.

TABLE 1: Working Period

Working Periode					
	Year	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No A	11	9,2	9,2	9,2
	CPNS	5	4,2	4,2	13,4
	1 - 5	14	11,8	11,8	25,2
	6 - 10	37	31,1	31,1	56,3
	11 - 15	32	26,9	26,9	83,2
	16 - 20	5	4,2	4,2	87,4
	21 - 25	2	1,7	1,7	89,1
	26 - 30	4	3,4	3,4	92,4
	31 - 35	7	5,9	5,9	98,3
	36 - 40	2	1,7	1,7	100,0
	Total	119	100,0	100,0	

Furthermore, to see how respondents maintain their reputation through social media can be seen from the use of social media as can be seen in Table 2. From this data, it can be seen that each respondent uses at least one social media and several respondents use more than one social media. The most social media used is WhatsApp because this application is currently the most rapid and effective means of communication to use. In addition, this application also comes with status and group features that allow everyone in the environment to see, making it easier for people to share about themselves and build a reputation.

Table 2: Social Media Used

Social Media Used		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WhatsApp	35	29,4	29,4	29,4
	Instagram	2	1,7	1,7	31,1
	WhatsApp, Facebook	8	6,7	6,7	37,8
	WhatsApp, Instagram	2	1,7	1,7	39,5
	WhatsApp, Telegram	8	6,7	6,7	46,2
	WhatsApp, Facebook, Telegram	18	15,1	15,1	61,3
	WhatsApp, Instagram, Twitter	1	,8	,8	62,2
	WhatsApp, Instagram, Telegram	6	5,0	5,0	67,2
	WhatsApp, Twitter, Telegram	2	1,7	1,7	68,9
	WhatsApp, Facebook, Instagram, Telegram	16	13,4	13,4	82,4
	WhatsApp, Facebook, Instagram, Twitter, Telegram	21	17,6	17,6	100,0
	Total	119	100,0	100,0	

3.2. Statement

Table 3: Results of Tabulation of the Statements

No	Statement	No Answer	Strongly Disagree	Disagree	Agree	Strongly agree
2	Someone must maintain a personal reputation as someone of good moral standing	1	1	4	36	77
6	Courtesy in delivering speech shows the height of a person's character	2	1	9	44	63
7	The utterances used on social media need to be maintained.	-	-	-	43	76
8	Personal reputation must be maintained for the rest of our lives.	1	-	7	43	68
9	Reputation or image is a character that is built to obtain good perception and positive judgment by the public	1	1	18	56	43
10	In today's digital era, reputation is the main key to be success.	3	1	36	53	25
11	Self-recognition becomes the basis for building your reputation, what you want to be known by the public	2	-	11	67	39
12	Because of a small mistake, for example, a reputation that has been built for years is damage instantaneously	1	4	38	53	23
13	You can't control what people think or say about you, but You can control your own actions.	1	1	6	54	57

No	Statement	No Answer	Strongly Disagree	Disagree	Agree	Strongly agree
14	*You are aware of the mistakes that have been made. Begin to repair the damage with admit mistakes and take responsibility for those mistakes.*	-	-	-	56	63
15	*Individuals need to join the organization because it can enhance their personal reputation*	1	2	16	71	29
16	*The reputation of FBS lecturers and education personnel influences the reputation of FBS*	1	-	-	52	66
17	*Increasing competence can enhance personal reputation.*	2	-	7	64	46
18	*Doctorat Studies can enhance personal reputation*	3	3	-	16	59
19	*Doing activities that add experience can enhance personal reputation.*	3	2	13	67	34
20	*Can communicate well and effectively with the surrounding environment can enhance personal reputation.*	2	-	3	68	46
21	*Being able to control the environment can enhance your personal reputation.*	2	3	33	59	22
22	*Individuals who have a positive reputation will be followed by others.*	3	2	16	64	35
23	*People want to join individuals who have a positive reputation*	1	1	17	70	30
24	*Individuals who have a positive reputation will more easily get the job they want.*	1	-	26	53	39
25	*Positive reputation influences promotion of position*	1	-	13	64	41
26	*Individuals who help others with a positive reputation will be more appreciated than those who help others with a negative reputation*	21	21	14	57	25

4. Discussion

From 119 respondents, 113 agree and strongly agree that they have to maintain their personal reputation, 112 respondents agree and strongly agree that *Personal reputation must be maintained for the rest of our lives*. At the statements *Individuals who have a positive reputation will be followed by others, People want to join individuals who have a positive reputation, Individuals who have a positive reputation will more easily get the job they want, Individuals who have a positive reputation* will more easily get the job they want, *Positive reputation influences promotion of position, Individuals who help others with a positive reputation will be more appreciated than those who help others with a negative reputation 99, 100, 92, 105, 82* respondent agree and strongly agree.

Zinko classifies it as career success. This is in line with Zinko et all. (2012) argues that career success is more often based on social factors rather than performance. Personal reputation is a social factor that might influence performance evaluation, promotion, employee mobility, and compensation.

The use of language is also very important to maintain a personal reputation. This evidence is from the following results that Zinko stated that when someone has a strong and positive reputation, other people will want to be identified with them. Zinko states that a phenomenon like this is called "basking in reflected glory" "When individuals gain personal reputation, they (others) gain strength. 107 respondents agree and strongly agree with the statement that *Courtesy in delivering speech shows the height of a person's character*. Zinko classifies it as human capital through intellectual achievement, education, and experience. That is why all respondent maintains the use of utterances carefully in social media because now people can easily seeing what we write on social media, for example in groups and status. Nowadays, social media like Whatsapp, Instagram, Facebook, and others are the most potential tools to shape and protect personal reputation [8]. Even the use of social media cannot be separated from language because the communication model used is written communication. Therefore, each member of the institution must wisely use language when playing on social media.

Personal reputation is not something suddenly, it means that personal reputation is built through time. This reputation is built through time and must be maintained because even small mistakes can damage it. This was revealed by 99 and 77 respondents. Entering an organization is also part of the personal reputation of the time element as well because this reputation can build better in the organization. When you realize the mistake you have made. Begin to repair the damage by acknowledging the mistake and taking responsibility for it. All respondents agree and strongly agree with the statement. Zinko et all. (2012) classifies as the antecedents of personal reputation in terms of time. According to Zinko, reputation needs time to develop. Observers need to understand the consistency of the behavior observed on various occasions. Personal reputation is not only achieved only by a single event but through consistent performance. Although the amount of time required is relative, it can be said that time is a component needed for reputation development.

114 and 82 respondents agree and strongly agree with the statement that *Can communicate well and effectively with the surrounding environment can enhance personal reputation, Being able to control the environment can enhance your personal reputation*. Zinko classifies the two statements above as Social Control and Ability, Zinko (2012) states that for individuals to influence their personal reputation, they must

be able to communicate effectively with those around them in a way that is consistent with the reputation they wish to develop and do so in a way that influences. Zinko further stated that these individuals must also have an internal belief that they can exercise control over their environment. Competencies like the one above show the social control and competence needed in building personal reputation because reputation is a social cognitive construction

Zinko categorizes it as an element of power for the following statement *People want to join individuals who have a positive reputation*. 100 respondents agree and strongly agree. Zinko states that when someone has a strong and positive reputation, other people will want to be identified with them. Zinko states that a phenomenon like this is called "basking in reflected glory" "When individuals gain personal reputation, they (others) gain strength.

At the statement, *You can't control what people think or say about you, but You can control your own actions*, 111 respondents agree and strongly agree. Zinko states that this is the element of autonomy of *Antecedents of Personal Reputation*. Autonomy is one of the recognized results of reputation. According to Zinko (2015) autonomy within an organization will increase if an individual has a powerful personal reputation because the organization feels less of a need to monitor that person's activities as closely as they might otherwise [3]. In other words, each individual in an institution can control his own attitude so that the institution will also get a good reputation. Therefore, this is in line with what Bromley explained that personal reputation affects corporate reputation [7]. In this case, the corporate is an institution where respondents staff work.

5. Conclusion

From this study, it can be concluded that more than 89% of respondents namely lecturers and education staff at Faculty of Languages and Arts agree and strongly agree to maintain their personal reputation which could theoretically be categorized as an antecedent of personal reputation consisting of (1) human capital, (2) time, (3) social control, (4) career success, (5) power, and (6) autonomy. Thus, the majority of respondents realize that their personal reputation can affect the reputation of institutions which can affect the image of institutions in society. Therefore, each member of the institution is expected to be able to maintain their personal reputation properly.

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Conflict of Interest

The authors have no conflict of interest to declare.

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