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**Letter of Acceptance**

Jakarta, 25 October 2019

Dear Sri Rejeki Urip and Novi Kurniawati

We are pleased to inform you that your PAPER-ID **88** entitled "THE CONCEPT OF MAINTAINING PERSONAL REPUTATION ACCORDING TO LECTURER AND EDUCATION PERSONNEL OF FBS UNNES" is accepted for oral presentation at The International Conference on Humanities, Education, and Social Sciences (IC-HEdS) 2019. Please proceed with the conference payment, by transferring to: **Bank BNI, Acc Name: IC-HEDS 2019 PASCASARJANA, Acc Number: 9888571798631923**. Do not forget to upload your payment receipt to <http://bit.ly/ICHEdS2019-> and confirm your payment by emailing to [icheds-ps@unj.ac.id](mailto:icheds-ps@unj.ac.id) or contact Gelar Gelora Mestika at +62 815 1027 2423/ Putri Galuh at +62 815 9208 448 or Karisdha at +62 852 207 46777. We would also like to remind you that the payment deadline is on 8 November 2019. Please make sure that you meet the deadline. If you fail to do so, we will consider that you withdraw your submission.

Please be sure that your paper meets all requirement for publication (please refer to <http://seminars.unj.ac.id/icheds/> for paper template).

We are looking forward to seeing you in Jakarta on November 20, 2019.

Sincerely,

IC-HEDS 2019 Chair

Prof. Dr. Ir. Ivan Hanafi, M.Pd

# The Concept of Maintaining Personal Reputation According to Lecturer and Education Personnel of FBS UNNES

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## Abstract

A reputable institution such as UNNES needs individuals who are able to maintain their personal reputation. This applies to all civitas academica: lecturers, education personnel, and students. By maintaining a personal reputation, UNNES's reputation will also be safeguarded. The objective of the study is to reveal the concept of maintaining personal reputation according to lecturers, education personnel, and students of FBS UNNES. Further, these data will be used to create a guide book on how maintaining a personal reputation. Data sources are 119 lecturers and teaching staff at FBS UNNES. Questionnaires are used for collecting the data. Data were analyzed by using the qualitative approach of Miles, Huberman and Sadana. The results show that more than 89% of respondents namely lecturers and education personnel at Faculty of Languages and Arts agree and strongly agree (1) to maintain their personal reputation, (2) The most social media used is WhatsApp., (3) The use of language is also very important in efforts to maintain personal reputation, (4) Personal reputation is not something suddenly. This reputation is built through time. The statements of the respondent can be categorized as 6 elements of antecedent of personal reputation consisting of (1) human capital, (2) time, (3) social control, (4) career success, (5) power, and (6) autonomy.

**Keywords:** personal reputation, maintaining, lecturers, education

## 1. Introduction

In the article Toward a theory of reputation in organizations, Zinko et al. 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 does 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 are 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 the 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. Organization utilizes personal reputation to predict their 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 of lecturers and education personnel is how they maintain their personal reputation so that they will be perceived as individuals who have prominent characteristics.

## 2. Methods

### 2.1 The Source of Data

The data source is 119 lecturers and education personnel at the Faculty of Languages and Arts, Universitas Negeri Semarang (UNNES). They are 82 lecturers and 37 education personnel consisting of 65 men and 54 women.

### 2.2 The Technique of Collecting the Data

Likert scale questionnaire with 26 questions is used for collecting the data.

### 2.3 The Technique of Analyzing the Data

Likert Scale Questionnaires were processed by using SPSS and analyzed qualitatively by using Miles, Huberman, and Saldana [4]

## 3. Results

### 3.1 Identity

From 119 respondents, in which 82 lecturers and 37 education personnel, and consisting of 65 men and 54 women, the following table indicate the years of service of respondent.

**Table 1 Working Period**

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

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 working period between 36 - 40 years

**Tabel 2 Social Media Used**

		Social Media Used		Valid	Cumulativ
Valid		Frequency	Percent	Percent	e Percent
	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	

The most social media used is WhatsApp. There are 2 respondents that only used Instagram.

### 3.2 Statement

**Tabel 3** Results of Tabulation of the Statements

No	Statement	No Answer	Strongly Disagree	Disagree	Agree	Strongly agree
2	<i>Someone must maintain a personal reputation as someone of good moral standing</i>	1	1	4	36	77
6	<i>Courtesy in delivering speech shows the height of a person's character</i>	2	1	9	44	63
7	<i>The utterances used on social media need to be maintained.</i>	-	-	-	43	76
8	<i>Personal reputation must be maintained for the rest of our lives.</i>	1	-	7	43	68
9	<i>Reputation or image is a character that is built to obtain good perception and positive judgment by the public</i>	1	1	18	56	43
10	<i>In today's digital era, reputation is the main key to be success.</i>	3	1	36	53	25
11	<i>Self-recognition becomes the basis for building your reputation, what you want to be known by the public</i>	2	-	11	67	39
12	<i>Because of a small mistake, for example, a reputation that has been built for years is damage instantaneously</i>	1	4	38	53	23
13	<i>You can't control what people think or say about you, but You can control your own actions.</i>	1	1	6	54	57
14	<i>You are aware of the mistakes that have been made. Begin to repair the damage with admit mistakes and take responsibility for those mistakes.</i>	-	-	-	56	63
15	<i>Individuals need to join the organization because it can enhance their personal reputation</i>	1	2	16	71	29
16	<i>The reputation of FBS lecturers and education personnel influences the reputation of FBS</i>	1	-	-	52	66

17	<i>Increasing competence can enhance personal reputation.</i>	2	-	7	64	46
18	<i>Doctorat Studies can enhance personal reputation</i>	3	3	-	16	59
19	<i>Doing activities that add experience can enhance personal reputation.</i>	3	2	13	67	34
20	<i>Can communicate well and effectively with the surrounding environment can enhance personal reputation.</i>	2	-	3	68	46
21	<i>Being able to control the environment can enhance your personal reputation.</i>	2	3	33	59	22
22	<i>Individuals who have a positive reputation will be followed by others.</i>	3	2	16	64	35
23	<i>People want to join individuals who have a positive reputation</i>	1	1	17	70	30
24	<i>Individuals who have a positive reputation will more easily get the job they want.</i>	1	-	26	53	39
25	<i>Positive reputation influences promotion of position</i>	1	-	13	64	41
26	<i>Individuals who help others with a positive reputation will be more appreciated than those who help others with a negative reputation</i>	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 al. (2012) who 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 in efforts to maintain personal reputation. This evident 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 maintain the use of utterances carefully in social media, for example in Whatsapp.

Personal reputation is not something suddenly. This 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 respondent agree and strongly agree with statement. Zinko

et al. (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 respondent 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 shows 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 respondent 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, 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 personnel 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.

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## **Conflict of Interest**

The authors have no conflict of interest to declare.

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## SURAT TUGAS

Nomor 13465/UN37/TU/2019

Rektor Universitas Negeri Semarang (UNNES) memberikan tugas kepada Saudara :

Nama : **Dr. Sri Rejeki Urip, M.Hum.**  
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Pangkat/Gol : **Pembina Tk. I, IV/b**  
Jabatan : **Dekan Fakultas Bahasa dan Seni, Universitas Negeri Semarang**

untuk melaksanakan paparan hasil Penelitian Kelembagaan Tahun 2019 "*The Concept of Maintaining Personal Reputation According to Lecturer and Education Personnal of FBS UNNES*", pada:

hari, tanggal : **Rabu, 20 November 2019**

pukul : **09.00 - selesai**

tempat : **Pascasarjana Universitas Negeri Jakarta  
Jl. Rawamangun Muka Jakarta Timur 13220**

Demikian Surat Tugas diterbitkan untuk dipergunakan sebagaimana diperlukan, apabila telah selesai melaksanakan tugas agar melaporkan hasilnya kepada Rektor.

25 November 2019

Rektor,



**Prof. Dr. Fathur Rokhman, M.Hum.**

NIP 19661210 199103 1 003

Tembusan:  
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