

Work ethics in bugis

connecting culture and entrepreneurial behavior

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Abstract— This paper aimed at investigating the Bugis Value System and Work Ethics and their effect on Entrepreneurial Behavior among Bugis Entrepreneurs. In addition, this paper also focused on the connection between culture and the emergence of entrepreneurial behavior. Work Ethics emerges from cultural values within a country which favor a country to face day-to-day challenge. One's ethnicity is hardly separated from his/her culture and values. Social life is the reflection of culture and its values whereas they emerge from various sources such as from daily interaction within society or from ancient manuscripts. Bugis Value System can be tracked from many sources like Lontara manuscripts, folk tales, folk songs, and from other modern publications. In terms of entrepreneurial behaviors, the Bugis Value System contains certain values and teachings in which the people of Bugis might have taken as the source of their attitude and behavior. This system later contributes to their entrepreneurial behavior and influences their success in running business.

Keywords—*Work Ethic, Bugis Value System, and Entrepreneurial Behavior.*

I. INTRODUCTION

Culture, people, and our behavior as human being are closely related. Scientists hardly discussing one of them without considering the others. People live within their culture and form their own culture. Culture also shapes the way people behave in everyday and set certain norms within society. In the field of Psychology, scientists believe that human behavior is largely influenced by his/her own culture. The Cross Cultural Psychology is one of sub-discipline of Psychology where the contribution of particular culture is considered in interpreting research findings [1]. In short, people in particular culture may behave completely different due to their unique culture.

Psychology and human performance at workplace become unseparated field of study. For example, values and performance at workplace are related in China [2]. This study is well-known as applied Psychology in workplace or Industrial and Organizational Psychology. Human behavior can be predicted by utilizing robust scientific method. This is also an advantage when selecting right personnel in organization. Practitioners understand that competences require a set of management and Psychology has the answer.

The interrelation among various field of study enrich our understanding. Business as a field of study also demands some contribution from the field of Psychology. It is paramount to understand antecedents of entrepreneurial behavior which later

lead to successful career in business. By considering this statement, Psychology and Entrepreneurship studies can support each other as Psychology provides antecedents underpinning human behavior including entrepreneurial behavior [3]. Moreover, culture also plays important roles in explaining human behavior and this also includes entrepreneurial behavior. A number of scholars across various fields postulated that culture positively contributed to the emergence of entrepreneurship and entrepreneurial behavior [4]-[6].

To be more specific, Work Ethic is one of the best illustrations where culture and its values shape people behavior towards successful business performance. Work Ethic is the core of human work behavior and it also reflects people future work performance. Hence, Work Ethics is established throughout human-culture interaction. People live with their culture and culture has the ability to internalize values and at the end shapes people's behavior. The complex system and interaction among culture, society, and behavior forms people work ethic. For instance, Confucius value system and teaching form entrepreneurial behavior in China, Singapore, and Hong Kong. Similarly, Bushido has become the most influential cultural value system in Japan where it colors the way people establish their business.

In South East Asia, Bugis is one of very strong cultures in Indonesia and it becomes one of the major ethnics in the country. Bugis has its own culture, language, tradition, and rituals and it has been part of the nation culture. People of Bugis reside in many part of the country and they form unique community anywhere they live. People with strong Bugis-Culture Value System bring those values and instill the values in their everyday life. Several national culture exhibits these characteristics around the globe like the Confucius and Bushido. In Indonesia, Bugis people are famous with their entrepreneurial spirits and traits. Given the above idea, it is plausible to think that Bugis as a culture and value system and the entrepreneurial behavior are interrelated. Therefore, investigating the Bugis as a culture and how it contributes to entrepreneurial behavior will bring significant contribution to the both science and practice.

II. METHOD

This study is a two-level study where the results of the initial level determined the direction of the subsequent steps. In the initial stage, the study intended to investigate the cultural value system of Bugis. The main focus was to understand the

values in which forming the work ethics among Bugis people. In this stage the researcher and colleagues employed a qualitative research method. Next, the second level of the study. In this level, the study was intended to investigate the Bugis value system among entrepreneurs and then test the theory of Bugis Value System in empirical study. Participants were 210 Bugis entrepreneurs who had more than 5-year experiences in business. The participants completed four different questionnaires; the Bugis Culture Value System Questionnaire, Motivational Value Type, Entrepreneurial Traits, and Business Performance. All the questionnaires were constructed based on scale construction procedure [7].

III. RESULTS AND DISCUSSION

This following section will explain the main findings of a two-stage study. This will first present the finding of the initial study and then continue presenting the results of the study two.

A. Study 1, Understanding Bugis as a Culture, Value System, and Work Ethics

Bugis is an ethnic, culture, language and tradition in Indonesia. It has been part of Indonesia culture and it has been there far before Indonesia was established as a country. Bugis culture is abstract while the manifestation the culture can be seen through the social system [16]. In the Bugis social system, the rules and social interactions were constituted in the "Panngaderreng". "Panngaderreng" has closest meaning to constitution or standard where all people of Bugis should follow. This standard consisted of five distinct aspects; Ade' (Tradition), Bicara (Law), Rapang (Decision), Wari' (system of kingdom), Sara' (Islamic law).

After finding the five aspects of Bugis culture system, the results also showed that here were five main values in Bugis [8]:

1. Siri'na Pesse', it is a two-word construct, Siri' is individual values and Pesse' is social values. Siri' is dignity and individual higher esteem whereas Pesse' is social-emotional value and guide people interaction to society.
2. Lempu', it is the courage to reveal truth and it has closest meaning to honesty, telling the truth, and authentic-self.
3. Acca', it is knowledge, intellectual, and cognitive ability. "Acca" is the way to appreciate one's ability to think and to solve complex problem.
4. Asitinajang, it is relevant to appropriateness. It may be understood as the way to fit in society and finding the most suitable manner, attitude, or behavior to respond other people.
5. Getteng, it means persistence and also it can be interpreted as resilience.
6. Akkareso, it is similar to effort or putting consistent progress towards goals. It may also means doing things to achieve something in life.

Based on the above findings [9][10], the theoretical model of Bugis work ethics can be constructed as follows:

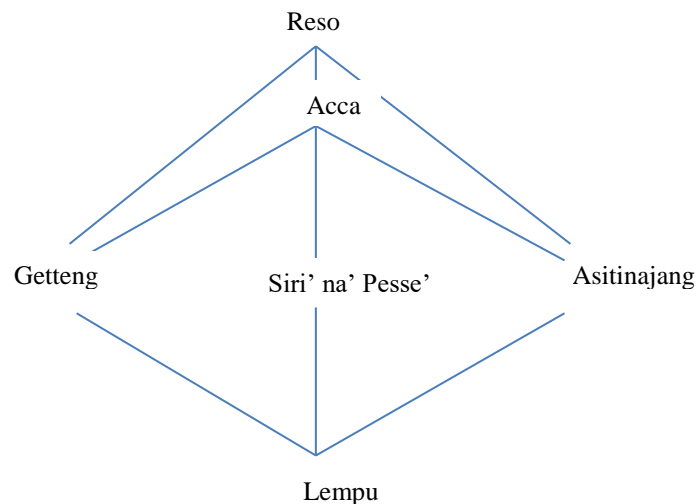


Figure 1. Bugis Work Ethics

People of Bugis are very famous for their courage, spirit of entrepreneurship, fighting spirit, solidarity and many other positive manners and attitudes. All these came from the core of Bugis culture value system "Siri' and Pesse" [8][9][15]. In addition, the Bugis values live with people and influence the national culture [8][11][15].

In terms of entrepreneurial behavior, Bugis people are famous with their entrepreneurship and business. They travels to many places across the world to reside and live with their spirit and values. They also compete in many sectors especially in business sector. These findings lead indigeneous researchers to further investigate Bugis as the source of work ethics and entrepreneurial behavior. Therefore, in the second study focused on investigating Bugis work ethics and entrepreneurial behavior among Bugis Entrepreneurs.

B. Study 2, Bugis Work Ethics and Its Contribution to Entrepreneurial Behavior

1. Finding the Work Ethics from Bugis Culture

This second study consists of two main stage. The stage one intended to seek for the Bugis values that could form their work ethics while in the stage two the study focused on testing the theoretical model of Bugis work ethics. In the stage 1, investigation focused on Bugis work ethics to which most Bugis people possessed. These work ethics were sourced from the very bottom of Bugis value and embedded along with Bugis tradition and culture. Those values were investigated among Bugis businessmen and entrepreneurs in South Sulawesi. Based on qualitative study and throughout interviews with 30 Bugis entrepreneurs, the study found the following values of Bugis which were relevant to entrepreneurial traits and behaviors:

TABLE 1.

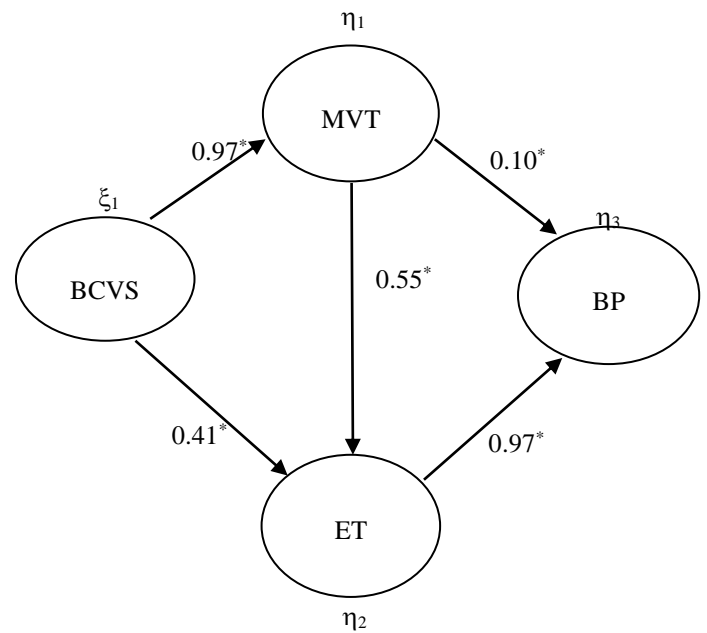
Bugis Values And The Entrepreneurial Traits And Behavior

No.	Bugis Values And The Entrepreneurial Traits And Behavior		
	Bugis Values	Interpretation	Entrepreneurial Traits/Attitudes
1.	<i>Siri'</i>	Self-esteem, dignity, shame	It is the basic motivation to succeed or motivate someone to achieve a goal
2.	<i>Nyameng Kininnawa</i>	Pleasure, empathy, tolerance	It is the basic of optimism, self-efficacy, interpersonal skills, creative and innovative
3.	<i>Acca</i>	Intellectual, smart, clever	The basic of knowledge, learning, continuous learning, adaptation, and reflection.
4.	<i>Akkareso</i>	Hardwork, spirit, fighting, acting	It is the fundamental of hardwork, perseverance, diligent, persistence, and resilience.
5.	<i>Warani</i>	Brave, enthusiasm	It is the fundamental of facing challenge, risk taking, belief to succeed in life, self-control, and independence.
6.	<i>Lempu</i>	Honest, Truth, Fair	The basic of establishing credibility, honesty, integrity, truth, and responsibility.
7.	<i>Asitinajang</i>	Appropriateness, Holistic view, integration	It is the mindset of doing things right, placing right man in right place, fair, and camaraderie
8.	<i>Getteng</i>	Straight, consistent, and persistence	It is the basic of making decision as well as being responsible for the risk and responsible for any consequences.
9.	<i>Makamaka</i>	Technical skills, aptitude, and hard competences	It is the basic of professional attitude in completing tasks and goals and being able of utilizing skills in solving problems.
10.	<i>Toto'</i>	Destiny, believing in God	It is the compassion and relying on God decision after completing tasks, being thankful, gratitude, and optimism.
11.	<i>Sipakatau</i>	Appreciation to others, respect others	It the basic of interpersonal skills where people honor, appreciate, and respect others.
12.	<i>Mabbali reso</i>	Partners in completing tasks/ business	It is the basic of cooperation in doing business.

The data showed that the above characteristics or traits were found among Bugis entrepreneurs. They argued that the values become the source of their spirit to establish business. They may not have all the values but some of them became more influential than others in certain condition. For instance, when an entrepreneur initiate a business idea he always remember *Toto'*. Similarly, in communicating with colleagues he relies on the principle of *Sipakatau*. This is not only shaping their work ethics and behavior but also significantly improve their business performance. Therefore, these values, if consistently utilized by Bugis entrepreneurs would bring positive impact to their business performance.

2. The contribution of Bugis Work Ethics on Entrepreneurial Traits and Business Performance

As mentioned earlier, the study 2 came with two different stages. After finding the most significant Bugis values, the second stage of the study aimed at examining the theoretical model of the Bugis culture value system as the basic of Bugis work ethics. This study employed a quantitative method. The researcher and team constructed Bugis Culture Value System questionnaire, Motivational Value questionnaire, Entrepreneurial traits questionnaire, and Business performance index. All the questionnaires were sent to 300 Bugis entrepreneurs and the researcher received 210 valid response (180 males, 30 females). Then, the data went through descriptive analysis and structured equation modeling (SEM). The following figure describes the output of analysis:



Note: BCVS= Buginese culture value system, MVT= motivational value type, BP= business performance, ET= entrepreneurial traits,
* $p < .05$

Figure 2. Structural Equation Modeling and the contributions among variables

The results suggested that the Bugis values significantly contributed to the Entrepreneurial traits and the Motivational values. In addition, the motivational values also influenced entrepreneurial traits. The entrepreneurial traits and motivational values together mediated the relationship between Bugis values and Business Performance. In short, the effect of Bugis values on Business performance was mediated by Entrepreneurial traits and motivational values. The theoretical model fits the empirical data, therefore the hypothesis was confirmed.

The finding in the second stage of the study clearly suggested that Bugis values were transformed into work ethics by Bugis people. This transformation influenced the entrepreneurial traits and motivational values. The

entrepreneurial traits and motivational values determined their behavior in running businesses. At the end, the contribution of Bugis values, entrepreneurial traits, and motivational values shaped Bugis Work Ethics and eventually brought positive impact to their career and business.

This finding supported several previous studies where local culture emerged as the antecedents of entrepreneurial traits and behavior [5] [6] [12]-[14]. This study strengthens that people and culture form unique interaction and it potentially contain rich source of positive resources. The role of Indigenous Psychology as a science plays important roles toward revealing the effect of culture on human psychology including entrepreneurial behaviors.

IV. CONCLUSIONS

Indigenous Psychology is both science and perspective in understanding human behavior and culture. This study is a systematic effort and robust scientific approach to keenly study culture and its contribution to human behavior and even to success in life success in business. The findings suggested that Bugis has unique values whereas the values shaped work ethics and behavior. The empirical investigation clearly supported the idea that Work Ethics in Bugis was the transformation of Bugis values, those values contributed to the success in Business by shaping entrepreneurial traits and behavior.

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