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SYMBOLIC INTERACTIONISM BETWEEN BANK EMPLOYEES (STUDY OF FINANCE STAFF OF BANK SYARIAH INDONESIA KCP BONDOWOSO)

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Abstract

This research aims to find out about the form of interaction used between employees of Bank Syariah Indonesia KCP Bondowoso in increasing work effectiveness and analyze George Herbert Mead's theory of symbolic interaction on the relationship between employees at Bank Syariah Indonesia KCP Bondowoso. This research is important to be conducted in order to help in designing better financial management strategies to increase employee productivity and cooperation in the work environment. This study uses a qualitative descriptive method of phenomenology. In accordance with the focus studied in the study, the data mining process is carried out by means of a descriptive qualitative approach, data collection techniques in the research using several stages, namely observation, interviews, and documentation then analyzed using descriptive qualitative. To achieve this goal, the researcher uses George Herbert Mead's symbolic interaction theory which has 3 concepts, namely mind, self, and society, it can be found that the importance of relationships between employees in improving the quality of work and the atmosphere in the work environment. From the results of the above research, it can be concluded that the form of interaction used by Bank Syariah Indonesia KCP Bondowoso employees in the work environment is interpersonal communication, where the interaction applies several forms of interaction, namely with openness, empathy, support, a sense of positivity, and equality among colleagues which can improve harmonious relationships, inclusive work culture, and effective bank employee performance.

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INTRODUCTION

Islamic banks are financial institutions that provide services in the form of storage, financing, and services that operate in accordance with Islamic sharia principles

based on the provisions in the Qur'an and hadith. Many people in this era are interested in saving or borrowing money at Islamic banks because many consider that interest is riba.(Agustin, 2021)

Communication is the exchange of information between individuals and other individuals to strengthen attitudes and behaviors through the formation of good relationships.(Arif & Azis, 2022) Communication is very important for employees in carrying out their duties in the work environment.

Interpersonal communication is communication carried out directly by individuals with other individuals to exchange ideas or thoughts among employees to achieve the bank's goals together. Interpersonal communication in banks plays a very important role in ensuring that customer service is effective and strengthens the relationship between employees and other bank parties and the financial management system in banks.(Anggraini et al., 2022)

Especially for finance staff whose positions play a very important role in financial management, namely they must know whether or not there is sufficient funding for banking needs and allocate funds as optimally as possible in banks. Therefore, interpersonal communication must be further improved in order to create a more effective work environment.(Wisnu Prayoga et al., 2023)

Through symbolic interaction initiated by George Herbert Mead who stated that the basic idea in the interaction process is a symbol that will provide understanding to the interlocutor, namely by using the idea of thoughts, self and society.(Putri, 2017)

Symbolic interaction that occurs in a group and is used in the process of communication between individuals that seeks to increase mutual understanding between them and provide understanding by using symbols to employees in the work environment.(Yohana & Saifulloh, 2019)

Researchers have several reasons to research about this symbolic interaction between employees. First, researchers realize that this interaction is very important in the work environment to improve employee performance and customer satisfaction. Second, researchers realize that good interaction must be implemented to achieve the common goal of banks.

RESEARCH METHODS

This research is a type of qualitative research. Qualitative research is research that uses data in the form of words (not numbers) or types of research whose findings are not obtained through statistical or non-mathematical procedures. Where the researcher is a key instrument, the data collection technique is carried out in a triangulation manner, data analysis is inductive, and the research results emphasize meaning rather than generalization. Research that uses a naturalistic or natural setting with the aim of understanding social phenomena in their entirety, by using qualitative methods that present them in the form of words.(Rusandi & Muhammad Rusli, 2021)

In qualitative research, the researcher himself is the research instrument. Researchers as human instruments function to determine the focus of research, select information as a data source, collect data, assess data quality, analyze data, interpret, and make conclusions about the results of their research.(Makbul, 2021)

Because this research took place at the BSI KCP Bondowoso office which is located at Jl. PB. Sudirman No. 1 Bondowoso, East Java Province, so the subject of his research is a bank employee.

The object of this research is about symbolic interactionism between banking employees (a study of the finance staff of Bank Syariah Indonesia KCP Bondowoso).

In this study, interviews are conducted so that the collected data is complete and valid. After the data obtained is collected, the data analysis process is carried out, namely by data reduction, data presentation, and conclusion drawn. (Febrianto et al., 2022)

In qualitative research, the data findings can be declared valid if there is no difference between what the researcher reported and what actually happened to the object being studied. To test the validity of the reliability of this research, the validity of the data will be checked which includes triangulation of sources, theories, researchers, and methods. (Sitepu, 2016)

In this study, the researcher will conduct careful and detailed observations on an ongoing basis on the focus of the research that the researcher has made.

RESULTS AND DISCUSSION

1. A form of symbolic interaction between finance staff and employees at Bank Syariah Indonesia (BSI) KCP Bondowoso

Good interaction in the workplace is very important because it can create effective communication, the comfort of employees doing their work. There are several forms of interaction used between officers as follows:

- a. Openness, an open attitude among employees in the workplace can provide an understanding of the feelings and perspectives of others which can create stronger relationships, understand between colleagues and others, and improve employee performance.
- b. Empathy is an attitude that shows that there is a sense of concern or concern for colleagues who have difficulties either mentally or mentally, where we can know about the difficulties between one employee and another.
- c. Support, providing support to fellow employees at BSI KCP Bondowoso is very important because it will provide motivation to employees who are still experiencing a downturn. With this, it can improve the quality of communication between employees and create a more positive work environment.
- d. Positivity is a form of attitude to build a pleasant atmosphere among employees so that conflicts do not occur in the work environment. By encouraging yourself to think positively, you can create an optimistic work environment and give positive energy.
- e. Equality, this can be practiced by respecting differences, listening to opinions well, and avoiding discrimination. This can create relationships between employees in a balanced manner, respect every dignity, and build meaningful and inclusive communication.

From the form of interaction above, it can be concluded that the form of interpersonal communication between employees is very important. Interpersonal communication will create a more harmonious relationship between colleagues, make employee performance effective, and create a positive and inclusive work environment.

2. An Analysis of George Herbert Mead's Theory of Symbolic Interaction on the Relationship between Finance Staff and Employees at Bank Syariah Indonesia KCP Bondowoso

This theory will be inseparable from the thinking of George Herbert Mead. Mead is known as a social psychologist for social sciences throughout the years for his innovative thinking and the creation of theoretical perspectives that produce theories in the form of symbolic interaction theories. (Indarti & Wardana, 2013)

The theory of symbolic interaction believes that social life basically consists of human interaction based on symbols. Mead theory focuses on the way people use symbols to communicate their intentionality in communicating with others as well as the influence of symbol interpretation on the way people behave in social interactions.

Based on this theory, the researcher has three basic concepts that can make it easier to analyze George Herbert Mead's theory of symbolic interaction with the relationship between BSI KCP Bondowoso employees as follows:

a. Mind

Based on the results of the analysis of the concept of "*mind*" developed by George Herbert Mead on the relationship between employees at Bank Syariah Indonesia KCP Bondowoso can provide an understanding of the following things:

- 1) Identity and formation of roles, interactions carried out by employees with various parties in the bank will affect the more professional and social character of employees in carrying out work in accordance with their duties.
- 2) Communication and symbols, communication carried out with symbols verbally or non-verbally in the workplace is very important because it will make it easier for colleagues to understand the intention of the interlocutor and strengthen employees in understanding their roles.
- 3) Understanding other people's perspectives, good interaction will strengthen relationships between colleagues by better understanding and encouraging colleagues. This can also improve service to customers.
- 4) The establishment of a work culture and security will build a work culture that supports the growth of individuals and teams and maintains safety and order in the workplace for both employees and customers.
- 5) Forming a productive work community, with a more productive employee work community will build good relationships in the workplace and make employee performance effective.

From the above results, it can be concluded that the concept of "*mind*" in the theory of symbolic interaction with the relationship between employees at BSI KCP Bondowoso can improve the bank's operational efficiency, strengthen good relationships with clients, colleagues or customers, and create a friendly work environment.

b. Self

The concept of "*self*" in George Herbert Mead's theory of symbolic interconnection towards the relationship between employees in Bank Syariah Indonesia will describe itself to colleagues through and the responsibilities of each employee in the workplace.

Based on the results of the analysis carried out related to the concept of self to the relationship between BSI KCP Bondowoso employees, there are several understandings, which are as follows:

- 1) The formation of social character, interaction with colleagues and the social role of employees will determine the character of employees in the

workplace. Interaction will encourage workers to neutralize the standards and rules that exist in the workplace.

- 2) Interaction and adaptation, every employee must interact in order to be able to adapt to the circumstances and roles and responsibilities they have in the workplace.
- 3) Conflict and negotiation, in the world of work when facing conflicts between employees, must be able to balance between personal needs and the demands of employees' social roles in the workplace.
- 4) The influence of power and hierarchy, employees will view and adjust to their work which is influenced by the organizational hierarchy.

Through the concept of "self", it will provide an understanding of social interaction and individual identity that affects the dynamics of relationships between employees in the workplace professionally. This can also encourage in shaping work culture, building self-identity and making the work environment more efficient.

c. Society

The concept of "society" is a social form to find out the development between employees in carrying out interactions in the work environment to build a person's self-concept.

Based on the results of the analysis of the concept of "self", the theory of symbolic interaction with the relationship between employees at BSI KCP Bondowoso is influenced by the following things:

- 1) The way employees interact well with each other in the workplace with colleagues, clients, and customers will affect employee performance and customer satisfaction.
- 2) The interactions carried out on a daily basis will affect the perception of employees.
- 3) Employees will provide good service to customers and will be more motivated and productive in carrying out performance if they feel more appreciated at work.
- 4) Good interaction and adaptation to the work culture that can strengthen cooperative relationships between employees and various parties.
- 5) Conflict resolution in the workplace must be carried out in accordance with employee expectations in order to strengthen employee contributions in maintaining the welfare of the work environment.

Through the concept of "society", it will provide employees with an understanding that social factors that occur at Bank Syariah Indonesia KCP Bondowoso such as roles, communication, and others will affect the relationship between employees in the work environment.

CONCLUSION

The form of interaction used between the employees of Bank Syariah Indonesia KCP Bondowoso in the work environment is collaborative but more dominant in interpersonal communication, where in the interaction applies several forms of interaction, namely with openness, empathy, support, positivity, and equality among employees which can improve harmonious relationships, inclusive work culture and

bank welfare.

Through the theory of symbolic interaction initiated by George Herbert Mead which has 3 basic concepts, namely mind, self, and society, it can be seen that the relationship between employees will be more effective and build a person's thinking, professional identity, and social in the workplace. In addition, through this theory, it can be found that the process of interaction carried out both verbally and non-verbally between employees can strengthen the sense of solidarity and attachment of employees in the work environment in achieving common goals.

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