

# They are Busy, So We Need to Move:

## A Descriptive Study on Female Organizational Citizenship Behavior on Taking the Leadership Role in Festival Kampung Labirin

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**Abstract**—Nowadays, the development of Kampung Wisata is seen as an economic empowerment strategy from Indonesia's government. Several rural areas and suburban areas are transformed from a slump area to tourist attraction. Therefore, this initiative is taken also as an intervention strategy in community development and economic empowerment. The scope of this study only limit to the organizational citizenship behaviour of female group of Festivals Kampung Labirin preparation and during the event. Though many nature of the job is mainly very masculine, such as being a field coordinator, the women group had successfully taken over the job in the leadership position. This research conclude that female plays a role in a work with the nature of nurturing and maintaining, as they are good with coordinating and collaboration, as well as serving people. Meanwhile, male group are good for building and constructing the area. This OCB trait that seen in a female arose as they realized no one will take the roles and the intention to see the good progress of their neighbourhood.

**Keywords**—*descriptive study, female organizational citizenship behaviour, kampung labirin*

### I. INTRODUCTION

The tourism trend has been showing the great global changes. Kumparan, one of news portal in Indonesia has stated that there is a significant shift to new orientation. Now, the tourists have an enthusiasm to appreciate natural, environmental, and cultural beauty, compared to type of tourism that is built from the capital power [1].

This new appreciation will eventually affect how they behave and choose the type of tourism. A sparkling feeling knowing that the way they enjoy the activity lead to contribution to greater local society is incomparable. They now value the human interaction, community development type of activity, and volunteerism. Thus, the development of tourist village will be new opportunity as it will open new market. So that, that opportunity will lead to the increase of local people's monthly income [1]. This is one of the reason why Village Tourism has launched by the government, Herawati et al stated that the development model of Village Tourism concept is called Integrated Village Tourism [2]. A concept that has been launched by the Directorate General of Tourism of the Department of Tourism, Post, and Telecommunication. Moreover, the concept of Village Tourism is seen as an approach of community development, specifically the rural people.

One of the challenges of setting up new tourist village is to invite more local people to participate. Many local will think "what's for me?". Therefore, some of them will be involved deeply, yet also many of them will not be deeply engaged to the project. Though there was no a rigid job description in building and setting up the preparation project, there were some unwritten rules about the female and male work part.

This committee body is more like an organization, and as we work under a dynamic circumstance, there are some immediate actions and changing happens. Organizations will necessarily become more dependent ton individuals who are willing to contribute to successful change, regardless of formal job requirements [3]. Organizational Citizenship Behaviour (OCB), is a concept which meaning is behaviours that exceed delineated role expectations but are important and even crucial for an organization's survival [3]. Festival Kampung Labirin is a monthly activity that held by local residents of Kampung Kebon Jukut, Kelurahan Babakan Pasar.

### II. THEORETICAL BACKGROUND

#### A. Tourist Village

Herawati stated that tourist village is a rural area which presents the view of the village on terms of space structure, architecture, and the pattern of social and cultural life of its residents [2].

Herawati et al found that the development of village tourism is grounded with a paradigm of a community-based tourism [2]. Thus, the local residents are the executor as well as the service provider. Moreover, the tourist village also needs a comprehensive promotional strategy in order to ensure its sustainability.

#### B. Organization Citizenship Behavior

Podsakoff et al found 7 general dimensions in Organization Citizenship Behaviour [4], namely:

- Helping behaviour (helping behaviour). Conceptually, this behaviour includes volunteering to help colleagues or preventing work-related problems. The first part of this definition (helping others related to work problems) covers Organ's concept of altruism, maintaining peace, and making light of the situation [4].

- Sportsmanship is defined as Organ as a willingness to tolerate discomforts that are difficult to avoid and disruptions to work without complaining [4].
- Organizational loyalty is the behaviour of promoting the organization to outsiders, protecting and defending it from external threats, also remains committed even though the organization is in adverse conditions [4].
- Organizational compliance. This dimension includes the internalization of an employee and his acceptance of organizational rules and procedures which will bring careful results even though no one observes or gives praise.
- Individual initiative. This dimension is depicted in employee behaviour which includes creative and innovative voluntary actions designed to improve employee assignments or organizational performance, work diligently with great enthusiasm and effort to get work done, volunteering to do something outside of his responsibilities and encouraging employees others in the organization to do the same thing.
- Civic virtue describes the macro level of an employee interested or committed to the organization as a whole. This attitude is demonstrated by the willingness to actively participate in organizational management (for example: attending meetings, actively engaging in policy discussions, expressing one's opinions about organizational strategies to be followed, etc.); monitor the opportunities and threats from the environment (example: stay abreast of developments and changes that can impact the organization); and pay attention to the interests of the organization (for example: reporting fire hazards or suspicious activities, locking doors, etc.), even though this ultimately has a high personal cost.
- Self-development includes the voluntary behaviour of employees in order to improve their knowledge, abilities and skills. Podsakoff add that this behaviour also includes seeking and taking advantage of training, maintaining equality and novelty of development in an area or field, or even learning new skills to broaden its contribution to the organization [4].

### III. METHOD

A participatory observation during 10 months and in-depth interview were conducted to collect the data. The observation was taken place since the development of Festival Kampung Labirin, in Bogor, West Java Province from August to December 2018, until its 4<sup>th</sup> operation from January 2019 to August 2019. This observation includes the dynamics of team work within local stakeholders, local people, and the committee. Researcher acted as an advisor to the local committee. Whilst the interview was taken during the launching of the festival and its four monthly operations to 4 female leaders who was performing and was taking the leadership roles.

### IV. RESULTS AND FINDINGS

Based on the observation and interviews, there are several findings that though during the development of the festivals, the male played a biggest role as they built and decorated the area, while female group prepared for performances. When it came to the preparation of the festival, such as trained the performers, did the promotion, preparing all the field, assisting the guests as a field manager, the male tended to work slowly and more inactive due to some reasons (busy for working and felt tired).

On the other hand, the female took it all and prepared the team, the properties before they did their roles as part of performers itself. During the preparations, some conflicts mostly occurred between the male and female committee, and between more senior generation and younger generations. There were some conflicts happened These behaviours indicating the organizational citizenship behaviour, as follows:

- Helping Behaviour. Based on the observation during the preparation, the female group tended to present the OCB to help other female committees in their absence. This comes from their understanding about each other's main job. There were some young female committees who still went to school and were not able to do their task. Thus, other female group will back up the works and following up by communicating the information.
- Organizational Loyalty, Individual Initiative, and Civic Virtue. Though the form of the organization is very different to a formal entity, the awareness of organization structure presence is understood even in the lowest level. Though during the development of the structure, some conflicts had occurred between the female group and male group. Based on the interviews with 4 female committees who happened to be the leaders, they wanted that this festival will benefits most of the residents. They aspire to have better neighbourhood and better livelihood in the future. So that, they aim to move forward even though they needed to handle the job they were not familiar to. On the other occasion, they were willing to attend all the meetings if they had spare time, even though presence in late evening is needed. They mingled to male senior committees and reported the current situation. In the time when an emergency happened, for example some committees need some supports or some persons/local residents made any undesirable actions that unfavourable, they will report to some people, even though most of the time the reports were not addressed to the right persons.
- Self-development. Dimension also occurred from the interview and observation. They viewed the opportunity to be involved in this event is because they wanted to improve themselves, better than just be at home and doing nothing, since most of them are housewives who stay at home. Moreover, even though they live in small alleys with tight houses neighbourhood arrangement, not all of them know their other residents. By involving in this activity, they got to know each other better and

even form a better relationship with them. This is also seen as a reward that reinforce their act.

#### V. CONCLUSION

There are several dimensions occurred during the observation and interview to this research. Helping behaviour, organizational loyalty, individual initiative, and civic virtue are dominants dimensions that felt by the female leaders in taking action in the absence of their male counterparts, whilst self-development is seen as an added value.

The main frustration to them is caused by the domino effects after OCB occurred, the conflicts happened because the male and senior counterparts and committees felt they are stepped over.

This finding indicate that building a tourism spot by developing a local rural and slum area is seen as an effective strategy to develop its local people. This research is very

important as an insight to prepare local people for the next move of tourism development.

#### REFERENCES

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