

Culture Shock and Job Satisfaction of Korean Language Graduates in Korean Corporate Culture in Indonesia

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Abstract— In the business perspective, Korean companies are recognized and famous for their distinctive Korean corporate culture. Value of confucianism is used strongly in Korean corporate culture which can be very new when adapted to people from different culture. The new corporate culture brings culture shock to those working in Korean companies which somehow affects their job satisfaction respectively. This study aims to reveal the culture shock and job satisfaction of Diploma 3 Korean Language Graduates from Vocational College, Universitas Gadjah Mada in various Korean Companies in Indonesia. By using questionnaire on Job Satisfaction based on Wellness Council America Standard and qualitative method, the data is obtained and analyzed. The result shows that despite various culture shocks employees might experience when working in Korean company, most feel satisfied when working mainly because of a chance to use Korean Language skills better when working in Korean company compared to working in Indonesian company. Hence, it can be concluded that as long as Korean Language graduates are able to adapt and learn in Korean corporate culture, they can gain satisfaction in working which will become a win win solution both for Korean companies in Indonesia and the Indonesian employees themselves.

Keywords— culture shock, job satisfaction, Korean company, Korean language, alumni, Korean corporate culture

1 Introduction

Many graduates of Korean Language Study Program in Indonesia, especially from Gadjah Mada University choose to work in Korean company or institution. They work there because they can use their skill of Korean language in their workplace. Despite having higher salary than working in local company in Indonesia, the graduates also experience culture shock while working in Korean companies. Culture shock refers to the number of adaptation expected from an individual in cognitive, behavior, emotion, social, and physiological level when placed in a new culture[1]. [2] There are some symptoms of people experiencing culture shock as follow: feeling sad and alone/alienated, having mood swing, feeling gloomy, and hopeless, having health problem (fever, flu, stomachache, etc.), feeling angry, annoyed, and do not want to

interact with surrounding, relating to their own culture and consider that their own culture is better, feeling the loss of identity/ personal characteristics, trying hard to understand the habit in the new environment, feeling less confident, and lastly, creating stereotype (bad image) to the new culture. The possible impacts after experiencing culture shocks are adapting to the new environment, giving up, and feeling the identity lost. The causes of culture shock are lack the ability to express oneself, communication problem due to language barrier, and identity crisis.

The culture shock experienced by those graduates is mainly because Korea has special working culture that is applied in their corporate environment. Korean corporate culture has gradually formed with the emergence, development, and expansion of Korean businesses. In the last three decades, the Korean economy has developed based on a unique combination of the government's guidance and businesses' cooperation both within the framework of a free market economy [3]. Korean working culture is influenced by Confucianism originated from China and also Japanese working culture. As an East Asian country, South Korea has been highly influenced by Confucianism. Korean people have been using Confucianism as their value of life for centuries, meanwhile Japanese working culture was adapted since Japan set its colony in Korean in the early 19th century. Korean working culture has played a big role for Korea's development until today. To get their success, Korean people have these work ethic; discipline, hard work, honesty, and strong partnership[2].

Moreover, Huntington described that Ghana in 1960s was similar to South Korea. However, 30 years later, South Korea surpassed Ghana in everything. The reason for this is answered by Lawrence Harrison in article entitled Promoting Progressive Culture Change in the same book. The root of the case is South Korea developed and nourished progressive culture value with 10 human typology, some of them are time oriented, hard work, wise in using money, education, and achievement appreciation [4]. Korean people usually work for 14-18 hours per day or 94-126 hours per week. It is because time for Korean people is not only money, but also gold and sword for their own life. Therefore, many Korean people are dedicated to their work, focus, work hard, use time wisely, do not give up in working, and are motivated to build their country from poverty to the most developed country in the world [5]. The type of culture shocks experienced by the graduates of Diploma III Korean Language Program are difference of work system, boss characteristics, homesick, individualism, language barrier, working fast and on schedule, satire, the obligation to understand and live in the middle of Korean family, overtime, activities and duties inside working environment, stress, and discipline in time. There are some ways the graduates working in Korean companies do to overcome culture shock, such as understanding boss characteristics, trying to adapt, learning from experiences, building strong self-character, asking to those who are more experienced, praying, meditating, and refreshing, and learning about Korean working culture [2]. The best way to conquer culture shock is by adapting oneself to a new culture. Adaptation is a self-adjustment to environment, this adjustment means changing oneself according to the environment, or changing environment according to oneself [6]. Hence, this study is going to observe and find out the job satisfaction of graduates of Korean language Study Program working in Korean companies and their expectation for the Korean companies where they work.

2 Methods

The approach used in this research is quantitative and qualitative approach. Research objects used is the graduates of Diploma III Korean Language Study Program of Vocational College, Gadjah Mada University with the total of 12 graduates who are currently working in various Korean companies or Korean Institution in Indonesia. They consist of 75% female and 25% male. The age range of the respondents is from 22 years old to 27 years old. As for their

place of work, they are working in Yogyakarta, Jakarta, Depok, Sukoharjo, Cilegon, and Daegu (South Korea). They have been working in Korean company or institution for one to two years. More than 50% of the respondents are working as translator or interpreter, the rest of them are working as admin, merchandiser, staff, and project manager. Respondents are coming from various department and cluster, such as global service, purchasing, production, translation, media, central maintenance, volunteer program, marketing, and human resource department. The data is collected using an online job satisfaction survey based on Wellness Council America Standard and then analyzed by using descriptive presentative analysis. The questionnaire is used to understand whether the graduates of Korean Language Major feeling satisfied working in Korean companies or Korean institutions in Indonesia. Some of the answers of the respondents could also give the information of the factors affecting their satisfaction or dissatisfaction.

3 Result and Discussion

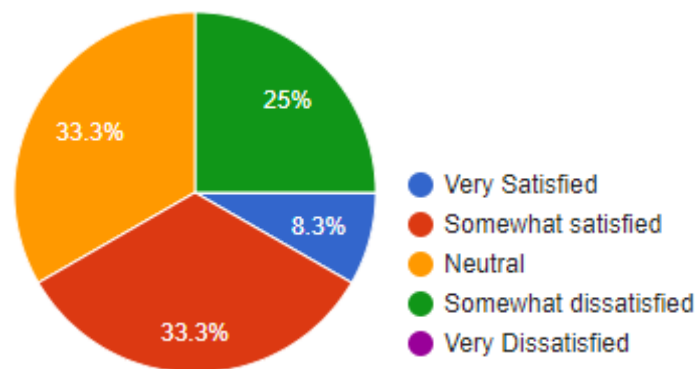
The questionnaire given to the graduates consist of 30 questions with each question has 2 points if the answer of the respondent is yes. Therefore, if a respondent answer all 30 questions with yes answer, he/she would get 60 points. From zero to 60 points, it could be decided that those who got 0-20 points are considered as dissatisfied working in their working place, meanwhile 21-40 points means that the respondents quite satisfied working, and 41-60 points means that they are very satisfied working in their companies or institution. The average point received is 42 which means that most respondents are satisfied working in Korean companies. Moreover, no one got less than 20 points which means that no one is dissatisfied working in Korean company. Half of the respondents are feeling positive when doing the job. Ten out of 12 respondents answered that they still have energy at the end of the day to care about the people they love, 9 out of 12 respondents said that they still have time after work to do their personal interest, and 58.3% of them said that they still have time to read their favorite books after work. Their answer on activities when working can be summarized in the table below

Table 1. Statement in the Survey

No	Statement in the Survey	“Yes” answer (%)	“No” answer (%)
1.	Most interactions at work are positive	83.3	16.7
2.	I have good friends at work	91.7	8.3
3.	I feel valued and affirmed at work	75	25
4.	I feel recognized and appreciated at work	75	25
5.	Work is a real plus in my life	83.3	16.7
6.	I am engaged in a meaningful work	75	25
7.	I feel free to be who I am at work	75	25
8.	I feel free to do things the way I like at work	50	50
9.	My values fit with the organizational values	50	50
10.	I am aligned with the organizational mission	66.7	33.3
11.	I trust our leadership team	54.5	45.5
12.	I respect the work of my peers	100	0
13.	I have opportunities to learn what I want to learn	75	25
14.	I feel involved in decisions that affect our organizational community	66.7	33.3
15.	Creativity and innovation are supported	66.7	33.3

No	Statement in the Survey	“Yes” answer (%)	“No” answer (%)
16.	I feel informed about what’s going on	58.3	41.7
17.	I know what is expected of me at work	91.7	8.3
18.	I have the materials and equipment that I need in order to do my work right	83.3	16.7
19.	I have the opportunity to do what I do best every day at work	75	25
20.	My manager cares about me as a person	66.7	33.3
21.	I know someone at work who encourages my development	58,3	41.7
22.	My opinions count	72.7	27.3
23.	My coworkers are committed to do quality work	83.3	16.7
24.	My manager reviews my progress	75	25
25.	I am fairly compensated	50	50

When given the question “Overall, how satisfied are you working for your company/institution?” the answer of the respondents could be summarized in the pie chart below. Third of them are somewhat satisfied with the company, another third of them are neutral, 8.3% of respondents are feeling very satisfied, and the rest, 25% are somehow dissatisfied with the company or institution.



The survey completed by respondents are ended by two extra question, the first one is what they like most from the company and the second one is their suggestion to the company so they can be more satisfied working in the company.

For the first question on what they like about the company, the answers are because it is a chance to make friends, can take a nap for hours when there is no work, the company cares to the workers, can enjoy work that interest them, when boss does not speak foul language when angry, the company is good for graduates who want to learn about garment. Besides that, there is also reason that the company is still new, so respondent can contribute fresh idea to the company. Office vibes is also an important factor in which one respondent said that he/she likes the company because of the office vibes, the big responsibility that can push respondent to be a better person, and because respondent can see foreigner every day, so sometimes it can be Korean Day or English Day. Other respondents stated that the work is in accordance with what they want, they like working in groups, get new experiences that have never been gained in college, learn on how to socialize with many people, opportunity to learn about agriculture and animal husbandry which is not her field, and a lot of new knowledge besides being a translator.

As for the second question on their suggestion to the companies, various answers are given by the respondents. They want some outing programs like annual gathering to refresh their

mind and body. One respondent wants the company to raise up his salary, other respondent want the company to give more holiday for him/her to take a rest. One wants a working environment which looks like a co-working space because the team needs to talk a lot when working. One sided opinion is also a problem since one respondent expects that the decision is taken after considering the opinion of all staffs. In term of human resource development, a respondent stated that in his/her company the seniors sometimes are not appreciated enough when new comers come to the company. It is because many old employees do not stay for a long time in the company because they do not feel appreciated by the company. Moreover, it is expected by one respondent that Korean company needs to explore more on Indonesian culture, especially the social values, so the company can understand the lives of local Indonesian. One respondent said that every time she/he works, it lasts until late at night and there are so much stress, so he/she hopes that the salary could be increased. Another respondents stated that the company does not have clear rules related to overtime, bonuses, pay, leave, and job desk. The company only accepts orders but doesn't think about the number of employees and the quality of the goods, so it creates many problems and make stress to all employee. She/he hoped that company can make improvement and accept orders according to factory capacity and has clear rules at work.

4 Conclusion

South Korea as one of developed countries in the world has unique working culture compared to other countries. Korean working culture is a combination of Confucianism originated from China and Japanese working culture which gave impacts to South Korea corporate culture. Although successfully bringing Korea to a success, Korean working culture might not be suitable to be applied in Indonesia because of cultural differences. Since there are many graduates of Korean Language study program working in Korean company or Korean institution in Indonesia, many of them experiencing culture shock from working in Korean company which applies Korean working culture like the obligation to join company dinner, must be discipline in time, work fast, be multitasking, and has little time to relax. To understand whether the graduates feel satisfied working in a Korean company or not, a survey of job satisfaction based on Wellness Council America Standard was conducted. The result shows that most graduates feel satisfied working in Korean company. They do feel the pressure and experience culture shock but they also try to adapt and learn from the experience. Despite all the difficulties, they are happy to work in Korean companies because they can apply their skills, which is Korean language skill in their workplace. Some other reason why they like working there are because Korean companies give higher salary than local companies and the chance to experience international exposure. However, they also do expect that Korean companies learn and understand more on native culture in Indonesia so they can be more understanding to Indonesian employees. The raise of salary and more holiday are also expected by most respondents of the survey. In short, the graduates are feeling satisfied working in Korean company after they adapt and learn how to work well in Korean corporate culture.

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