UNIFIER SPIRIT OF LEADERSHIP MOTIVATES THE ORGANIZATIONAL SUCCESS

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Abstract:

A leader must have the soul of leadership to manage diversity of member in the organizations. Such pattern of leadership capable of uniting and motivating individual differences and unite groups will be able to drive organizational success. The leader works for unity maximum performance and organizational success. Leaders can be a powerful tool to unite the entire adhesive individuals and groups within the organization through the process of motivating the practice of members of the organization and building a culture of good organization. Organizations must have ideals, vision, mission and objectives so as to influence other organizations not only become mere followers.

Key words: Leadership spirit, unifier, motivation, unity in diversity, success

1. Introduction

Unifying leadership qualities (Ma'shum, 2009) means the capability and spirit of a leader to unite individuals and groups to be motivated with good organizational duties. Motivational organization encourages people to do the activities of the organization. Motivational in the organization is needed to encourage the organization of activities planned and directed and continuously to achieve the target. People in large and small organizations alike have the same motivation (Deci, et al, 2001) to run the activities of an organization, material and spiritual encouragement is needed for achieving the desired goals. Organization as a combination of a series of cooperative group system people need to develop the ability to achieve of mental attitude in the organization, has a high potential and motivation to work. Organizational process requires human resources with strong motivations and has leadership skills that can unite a collection of people in the organization to be able to occupy the position and perform office duties in the organizational structure as well as bringing the organization achieve success. Similarly, organizational leadership that motivated and able to

minimize disagreements and unite the members of the organization will be able to direct to be a leading with high achievement organization.

2. Definition of Organization

Organization (Woodward, J, 1965) is an organized group of people who work together and help and support each other in order to fill the void organizations shared goals can be achieved. It was like a home organization has structures such as foundations, pillars, floors, walls, and ceiling tiles that protect all members of the organization. The house has many elements arranged and organized according to their function and cooperate with each other to support the success of the organization. Foundation serves prop house is positioned on the bottom of a collection of individuals and groups with diverse interests, respectively, but for the sake of their organization put aside individual interests and groups, more priority to the common good. Pole house reflects the vision and mission of the organization, is a major achievement of the ideals of organizational goals, the walls of the house means togetherness individuals and groups within the organization, representing the roofs and nurturing a sense of belonging. Furniture consists of many activities, while the paint is the heart's desire of the participating organizations.

3. The Role of Organizations for Its Members and Community

Organizations have a role to society (Schein, 1969) means that organizations work to do something for the welfare of the people and organizations should be useful for the public interest, Individuals requiring organizations to solve problems that can not be solved directly and too heavily felt by the individual, so usually someone organize to solve their problems together. The purpose of the organization is usually to contribute some actions to the community to solve society's problems which are a burden and not able to be resolved on an individual basis. Organization is strongly influenced by the people due organization consists of some people in it. Organizations can identify the people's personality and their attitude, leadership factors, perceptions and behavior of individuals affects how the organization operates procedures for the welfare of all individu and groups in the organization and society as a whole.

4. Leadership Motivation Practice Experienced by the Organizations

Leadership (Anderson, 1990), has meaning of a certain capability of a person to extend instruction in order managing personels to execute some order from their superior for te sake of organizational welfare. Individual and groups in the organization are required to understand organizational leadership process. Personels inside the organization are expected to understand that leadership is a process of influencing the activities of individuals or groups toward the achievement of organizational goals that have been set. Leadership is a process in which leaders try to influence the treatment

of members to carry out tasks to achieve organizational goals. A leader should have followers; leaders influence the treatment of members with a variety of ways to achieve organizational goals expediency. Leadership also means the art or process of influencing human activities related to their duties that are willing to work and Leadership tried to work and lead as well as directing the person to carry out the work for the successful achievement of organizational goals. Member organizations require leadership from men should be encouraged to embed the persistence, tenacity and confidence to work.

Leaders should stand in front of (Dewantoro, 1959) to lead and give orders, the leader must be able to stand among its members to motivate in order building personels self confidence, leaders should be willing to back up their employees in order to motivate employees working better to perform as well as possible for the sake of the benefit of the organization. Leaders and members of the organization to reach internal and external organizational boundaries to develop betterment of organizational relationships, procedural, process, and vision. Most of the problems today are the lack of organizational leadership. Most people recognize the performance and leadership action for success, and generating an organization's ability to survive.

Organization committee (Saleha, Hartoyo, Hastuti, 2008) and the leader has a different meaning in terms of motivations and ways of thinking and acting, administrators organizations carry out various operational tasks technical organizations. Administrators usually have an attitude that is not personal, job administrators ensures the ideals that have defined the organization can be achieved. Administrators have no qualms about the way in which right or wrong organization to achieve its goals. The leader to be more active and more concerned about the means used to accomplish goals. Leaders influence the members to carry out his direction.

The solution to the problem is that the board members of organizations working to address the difficulties in the organization, then the board to make sure the operation runs smoothly correctly, in accordance with the vision and mission of the organization. While the committee designing the organizational structure and to monitor any work based on the draft prepared. Leadership is needed to make changes and advances welfare organizations (Guns, and Kristin, 1996). Leadership describes the destination in the form of an appropriate vision, aligning all business members by notifying members about the vision and encourages all members to solve problems or obstacles

The expertise and the role of leaders are as technical, conceptual, interpersonal and diagnostic and analytical (Suhanto, 2009). In the real leaders are required to have the technical expertise to be able to understand and complete the task under his leadership. Personally leader must also have the ability to interpersonal relationships, among others, the leader has the ability to communicate by providing a clear understanding, acting as a representative by using its leadership advantage, or acting as a liaison for work solving problems between individuals or problems with other companies, in addition to the leader also must be able to encourage, connect and motivate individuals and groups to work harder to produce benefits to the

organization. More importantly, conceptually, the leader must have the ability to think conceptually abstract and fully understand the concept of the core activities of the business interaction and the ability of the workings of the organization and its environment, in this way the leader is able to arrange a better strategy to compete with their competitors' organization. Leaders are also required to have a diagnostic and analytical capability which means the leader is required to recognize the symptoms of the problem and determine the core problem and determine a plan of action to improve business action to win the competition.

As a concequence leader is much better to master the capacity to include informational monitoring, disseminating informations, and act as the organization's spokesman. Meanwhile leaders set organizational activities usually do a few things such as planning, decision making, organizing, leading and control (Wirda, 2008). Leaders in the decision making process to become entrepreneurs, guard interference, resource allocator, and negotiator. The characteristics of a successful leader effectively (Ulrich, Smallwood, and Sweetman, 2008), among others, aspiring, eager, excited in the lead, unifying individuals and groups, honesty and integrity, self-confident, knowledgeable, proficient work, wise, willing to accept a reprimand, is willing to admit a mistake and fix it, do not put the interests of themselves, do not look down on others, diligent and patient (Panudju, 2003).

5. The Motivation of Member of Organization

Satisfaction (Tanzak, 2007) (Elloy, 2005) (Fransson, Ekvall, and Tomson, 2008) is the first motivation, individuals and groups have the motivation to reach satisfaction performance of the implementation of the organizational activities. Humans have a lot of needs in the form of material and spiritual life, usually to meet the needs of human association, the group moves to reach its full potential needs, when material and spiritual needs are met well then maybe people will feel satisfied in life interactions.

Organizational culture (Kirsh, Gewurtz, 2011) (Moran and Volkwein 1992; Spataro 2005), plays an important role, factors that may increase the motivation to work in the organization is the culture of the organization. A strong organizational culture can shape long-term success of the organization and helps its members to be more productive. Organizational culture is common set of values that help members understand what the organization stands for, how their behavior, and what is considered important. In accordance to Schein (1991), he states that cultures are merely the pattern of basic assumptions that the group developed the study were able to adapt to external and internal problems in the achievement of personal and group needs of the organization, while Susesno (1996) says that organizational culture is the way or organizations acting patterns including patterns of middle management, leadership and organizational members define organizational decisions.

Elements of salary, wages (Djati, and Khusaini, 2003) are also personel's need while engage with the organization. Motivation can be formed as salaries, wages or

bonuses, and it can probably have rewarded to personel as long as they are still the member of organization. Some definition regarding salary and wages, Sikula (1981) stated that the form could be payroll system award, reimbursement for the benefit of employees while engage with the certain organization.

Safety and job security (Hargiyarto, 2005) is believed to be other motivation, safety and security, have meaning a well feeling of safety of members in the organization, free of fear of future of unexpected life, if there are no safety assurednesses in the completion of the work. Safety during the work of the personnel in the organization is very important and this problem will be able to motivate personnel to work more diligently to produce quality work and competitive. The safety of the personnel relationship with the machines, instruments of labor, materials and production processes and administration, foundation work and the environment, and ways to do the job properly. The members of the organization are appropriately need to be protected to secure the safety of everyday tasks so as to increase the production and productivity of the organization to be able to compete with other business organizations are becoming increasingly competitive and difficult rivaled. *Social needs* (Djati, 1999) are also a motivation to organize. Harmonious working atmosphere needs to be created in the workplace so that member organizations can carry out their duties properly. Handoko (1989, p.145) said that theoretically the social needs is the need of love, friendship, sense of belonging and welcome groups, familial and social. Person's behavior is often influenced by social factors such as reference groups, family, social status and their roles. While it have been applied as formal groups, some activities or some events that sponsored by the company historic day commemoration.

Work environment (Khotimah, 2010) (Jakes, and Hamilton 2002) (Chaisunah and Muttaqiyathun, 2011) is a motivating factor next, consisting of internal and external work environment. *Internal work environment* that does not meet the health requirements lead to decreased work productivity of the organization's members. The work environment consists of physical factors and human relations in organizations, such as the work environment in relation to physical elements such as the breadth of work, hygiene, health, longevity will be able to form a working member of the organization that affect the productivity of labor discipline and organization members. Balance workplace practices internal processes can occur in the other owners of the company's board of directors, production processes, financial processes, marketing processes, human resources, culture and information; each has value and influence of each of the organization's success. External motivation work environment, among others sourced from multiple dimensions such as political-legal dimension refers to the manner in which the government regulates business activities between government business with private business or private business with private business. International dimension refers to how intensive organizations have been actively involved in or affected by business and government regulations in other countries, the business activity in question is the ability to adjust to business rules in a particular country. Economic dimensions include: inflation figures, interest rates, unemployment, and demand will greatly affect the smoothness and motivation increased trading activity

and motivation may result in better organizational performance and benefit the members of the organization. Dimensional technology can be the causes of improved methods of production are available to transform resources into products or services that are more competitive. While the socio-cultural dimensions of progress and improved form habits, values, and demographic characteristics of the community in which the organization also was instrumental in advancing the interests of the organization.

Competitors, (Saleh, and Heriawan, 2005) motivation can come from competitors of other organizations that compete for the success of their respective organizations. Motivation can also be derived from any customer who pays money to obtain products or services of the organization. Competitors can usually motivate a competitive competition for organizational success. Customers who pay for goods or services that are purchased can also be a motivation factor. Meanwhile, suppliers are organizations that provide resources to other organizations can also be a trigger factor for the organization of work motivation. Similarly, the government as a regulator unit in the task is able controlling and regulates, or influences the policies and practices of the organization can also be a motivating factor for an organization.

Award (Rohmat, 2011), the award is a motivating factor; the award is one of human needs. Humanly speaking man would work expecting the respect of others around them, in the meantime, the members of the organization strive to work optimally implement and complete their tasks as perfectly as possible, and instead wanted to be appreciated by his superiors. It is often called incentive awards, as has the nature and meaning of equality.

Self-actualization (Lidinillah, and Anshori, 2005), the need for self-actualization is the need for self-fulfillment, using the self-potential, self-development, and perform a variety of tasks as well as the most suitable finish his work. The need for self-actualization is the highest level of need. In meeting the peak demand is usually not a person acting at the instigation of others, but because of self-consciousness and desire. Typically, one wants to show the ability of self is the need to realize the capabilities and to develop them personally.

6. Role of Unifier Leaders in Organizations

Unity in diversity (Fischer, 2010) (Steen, 2004) within an organization is the most important principle in the organization of work processes as the organization's members are from various schools and education and culture, therefore, individuals and groups should be united, guided by patience in many ways. In intercultural relationship within the organization usually found difference in manner of dress, of religious belief difference, differences in racial and skin color, as well as differences in dining etiquette and commemorate the historic day. Leaders must be able to detect early on, to know and understand the differences and the existence of a leader must be able to unite the difference (Simamora, 2011) has become a driving motivation achieve organizational unity ideals welfare of its members, if the leader is not

committed to the principles that it is feared will be a lot of conflicts arise between individuals and groups both real and hidden away and will probably lead to dissent against the organization's work. Why is that? Because the people in the organization have high dynamics of the interaction between individuals and between groups within the organization, and each individual and group has the characteristics of each different character. It shows the power of group dynamics that exist within the group (Keith Davis & John Newstrom vol 1, 1993, 208). Dynamic interaction between different groups maintains their group to remain intact, integrated, and functioning properly and maintaining groups in order to carry out its duties and responsibilities. Organizational dynamics is strongly influenced by the behavior of group members in the organization (Yuliastuti, 2013). Usually members of the group have a desire to always unite character, is an integrated unit for the individuals in the group is always interacting, willing to contribute time and energy that is different, and reached an agreement for the benefit of the organization in dissent through various interactions. The condition occurs because there are several reasons for the formation of groups, among others, there is the same need, proximity between individuals, there is an attraction and have the same goal (Astuti, 2012) and because there are economic reasons (Gibson et al, 1989, 205-207, Marvin E. Shaw, 1981, 81-97).

7. The Leadership Issues during Interpersonal, Groups and Individual Management

Unity in diversity (Fischer, 2010) (Steen, 2004) within an organization is the most adorable way of life of the organization working processes as the organization's members are from various schools and education and culture, therefore, individuals and groups should be united, guided by patience in many ways. Usually there are some differences in the groups of people in an organization such as differences in dressing, religiousity differences, and differences in race, ethnical differences, and differences in how to eat and how to commemorate the historic day. Leaders must be able to detect early on, to know and understand the differences and the existence of a leader must be able to unite the difference (Simamora, 2011) has become a driving motivation achieve organizational unity ideals welfare of its members, if the leader is not committed to the principles that it is feared will be a lot of conflicts arise between individuals and groups both real and hidden away and will probably lead to dissent against the organization's work. Why is that? Because the people in the organization have high dynamics of the interaction between individuals and between groups within the organization, and each individual and group has the characteristics of each different character. It shows the power of group dynamics that exist within the group (Keith Davis & John Newstrom, 1993). The dynamic interaction between the group aims to maintain the group to remain intact, integrated, and functioning properly and maintaining groups in order to carry out its duties and responsibilities. Organizational dynamics is strongly influenced by the behavior of group members in the organization (Yuliastuti, 2013). Usually members of the group have a desire to always unite

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8. The Charracter Diversity of Member of Organizations should be Unite

Diversity of origins (Poerwanto, 2000) (Harmantyo, 2007) members of the organization make the organization stronger and has a tremendous wealth in cultural values. There is a southern hemisphere nation that has long been known philosophy of life Molimo or five principles of life (Irwan, 2012) (Mark, 2011) (Dewantara, 1959) the life principle implies everyone is banned from gambling, stealing forbidden, forbidden drunk, prostitution was banned, forbidden to kill fellow human beings. Meanwhile there are people who know the northern hemisphere liberal democracy, Western-style democracy. Actually, both are true and they may only select one of of them. There is no one else in the world that the nation may regulate other nations to determine their choice of lifestyle. All people are free to choose the path of his life. Leader in charge of bringing together the diversity of views, if leaders do not manage diversity in a proper way then it will be a time bomb that can sometimes destroy the organization.

9. Conclusion

Diversity in organizations is real and must be managed fairly by the leader. Leadership pattern should be able to unite dissent between individuals and groups the member of organization. Organizations and communities with unifier spirit can overcome the chaos, turmoil, to prevent events such as corruption, religious radicalism, poverty, the gap between rich and poor of the organization. If the leader is able to appreciate the role and ability as a leader in our daily lives and in organizational life, the attitudes and actions of union leaders can be a powerful tool to unite all individuals and groups within the organization through the practice of good organizational culture. Organizations must have ideals, vision, mission and clear objectives so as to influence other organizations not only influenced by other organizations and become merely followers. Organization will be able to be a big personality and a strong character and is able to become the leader of the organization instead of organization activities followers and imitators other organizations.

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