

Cultivating Tradition: Organizational Culture Integration In Dewa Yadnya Ceremony For Cultural Preservation Amidst Globalization

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INFORMASI ARTIKEL

ABSTRAK

Kata Kunci:

Integrasi budaya organisasi
Upacara Dewa Yadnya
Pendekatan pengabdian masyarakat
Keberlanjutan warisan budaya

Studi ini mengeksplorasi integrasi budaya organisasi dalam upacara Dewa Yadnya di Pura Paibon, Desa Gunaksa, Klungkung, sebagai respons terhadap tantangan globalisasi dan modernisasi terhadap warisan budaya lokal. Budaya organisasi menjadi kunci dalam menjaga kesinambungan tradisi-tradisi lokal di tengah perubahan yang terus berlangsung. Melalui pendekatan pengabdian masyarakat, dilakukan langkah-langkah metodologis untuk memahami, merencanakan, dan melaksanakan integrasi budaya organisasi dalam konteks upacara keagamaan yang bernuansa budaya. Penelitian dimulai dengan penilaian kebutuhan yang komprehensif, melibatkan pengumpulan data tentang nilai-nilai budaya lokal serta identifikasi tantangan dan peluang dalam integrasi budaya organisasi. Rapat koordinasi dengan pemimpin adat lokal, anggota masyarakat, dan tim pengabdian menjadi langkah penting dalam merumuskan strategi sesuai dengan kebutuhan dan harapan masyarakat. Implementasi dilakukan melalui persiapan fisik dan logistik untuk upacara serta aplikasi prinsip-prinsip budaya organisasi. Pemantauan berkelanjutan dilakukan selama pelaksanaan upacara untuk mengevaluasi dampak intervensi dan membuat penyesuaian sesuai respons dari masyarakat. Temuan menyoroti pentingnya pendekatan kolaboratif dalam mengatasi perubahan budaya dan mendukung keberlanjutan warisan budaya. Implikasi praktis studi ini menekankan perlunya upaya berkelanjutan dalam memfasilitasi dialog lintas budaya untuk menjaga relevansi warisan budaya dalam masyarakat kontemporer yang terus berubah. Dengan demikian, integrasi budaya organisasi memperkuat identitas dan keberlanjutan budaya lokal dalam era globalisasi.

ABSTRACT

Keywords:

Organizational culture integration
Dewa Yadnya ceremony
Community service approach
Cultural heritage sustainability

This study explores the integration of organizational culture in the Dewa Yadnya ceremony at Pura Paibon, Gunaksa Village, Klungkung, in response to the challenges of globalization and modernization affecting local cultural heritage. Organizational culture becomes pivotal in maintaining the continuity of local traditions amidst ongoing changes. Through a community service approach, methodological steps were taken to understand, plan, and implement the integration of organizational culture within the culturally nuanced religious ceremony. The research began with a comprehensive needs assessment, involving data collection on local cultural values and the identification of challenges and opportunities in organizational culture integration. Coordination meetings with local traditional leaders, community members, and the service team were crucial in formulating strategies tailored to meet the needs and expectations of the community. Implementation was carried out through physical and logistical preparations for the ceremony and the application of organizational culture principles. Continuous monitoring during the ceremony execution evaluated the intervention's impact and made adjustments based on community feedback. Findings highlight the importance of a collaborative approach in addressing cultural changes and supporting the sustainability of cultural heritage. Practical implications underscore the need for ongoing efforts to facilitate cross-cultural dialogue to maintain the relevance of cultural heritage in evolving contemporary societies. Thus, organizational culture integration strengthens the identity and sustainability of local culture in the era of globalization.

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I. INTRODUCTION

Culture is the essence of humanity that reflects the environment through language, traditions, beliefs, and complex systems. It shapes a rich heritage and serves as a source of inspiration for art and beauty, providing deep meaning and value to life. National culture reflects the unique characteristics and identity of a nation (I. K. E. Putra et al., 2023). Hindus in general pay great attention to the implementation of the Yajña. They have carried out this teaching mindfully and obeyed the instructions of their religious leaders (Diantary & Somawati, 2021). Dewa Yadnya, a rich religious celebration with cultural and spiritual values, has been a mainstay in Balinese society for centuries. Piodalan, as an integral part of Dewa Yadnya, is not just a religious ceremony but also the pinnacle of a rich and complex cultural heritage. Piodalan is one of the religious activities that is frequently encountered among the Hindu community (Paramita, 2023).

Culture is a key factor that can help organizations achieve their goals (Lathiifa & Chaerudin, 2022). However, in the context of the Dewa Yadnya Ceremony at Pura Paibon, Gunaksa Village, Klungkung, little research has been done to integrate organizational culture into this religious ceremony. Previous research has focused more on the traditional and spiritual aspects of Dewa Yadnya, while the role of organizational culture in maintaining the continuity and relevance of this ceremony has not been fully explored. In this context, our research aims to fill this gap by identifying ways in which organizational culture can be strengthened and integrated into the Dewa Yadnya Ceremony. We will explore how the principles of organizational culture can be applied to maintain the continuity of local traditions and spiritual values, while ensuring the relevance of the ceremony in the face of globalization and modernization challenges. Through a community service approach, we will plan and implement concrete steps to integrate organizational culture into the Dewa Yadnya Ceremony, with the goal of enriching our understanding of the role of culture in preserving cultural and spiritual heritage. Thus, this research will provide a new contribution to the literature on organizational culture integration and local cultural sustainability.

However, amidst the inevitable waves of globalization and modernization, significant challenges arise for the sustainability of Dewa Yadnya's implementation and the preservation of the cultural values it embodies. The role of education and social sciences, including the concept of organizational culture, becomes increasingly important in efforts to maintain and transmit this cultural heritage from generation to generation. Organizational culture significantly impacts the working conditions in an organization (Akram, 2021), and it is a concept that serves as one of the main foundations for the success of an organization in achieving shared goals (Winarsih & Hidayat, 2022), while also providing satisfaction to its members (Ulfa, 2016). Organizational culture has a positive influence on its members (Abid, 2024). Odalan ceremonies can be found in Hindu places of worship or temples known as Pura, located in Bali, Java, and Kalimantan. However, each region has its own distinct characteristics or peculiarities not found in other areas (A. K. Putra & Surya, 2021).

The challenges faced by organizations in implementing cultural values during the Dewa Yadnya ceremony are highly complex. The primary focus of debate and practical efforts is on how to implement organizational culture during the sequence of the Piodalan event to ensure its smooth execution. Research results (Ramadhan et al., 2019) show that organizational culture and workplace facilities partially and significantly affect the performance of organizational members. This emphasizes that the implementation of good organizational culture and the provision of adequate facilities are key to the execution of Dewa Yadnya ceremonies and various other organizations. Despite the recognized importance of implementing cultural values, real challenges still hinder this process. How can organizations integrate cultural values into their structures and organizational cultures? What are the impacts of implementing cultural values within organizations on organizational performance and member participation during the Dewa Yadnya ceremony?

To answer these questions and address the challenges faced by organizations, direct dedication is needed to provide innovative solutions. In this dedication journal, we will implement organizational culture during the Dewa Yadnya ceremony, with the aim of providing valuable insights for organizational practitioners, religious leaders, and cultural researchers.

II. PROBLE FORMULATION

The issue arises in how to effectively integrate organizational culture into the Dewa Yadnya ceremony. The complexity stems from the fact that this ceremony embodies a rich cultural heritage deeply ingrained in Balinese society for centuries. Consequently, organizations face the challenge of aligning their cultural values with established norms and rituals in the religious ceremony. Finding the right balance between organizational

culture and the deeply-rooted local traditions is crucial to ensuring the smooth execution of the Dewa Yadnya ceremony while preserving the inherited cultural values.

III. METHODS

The research methodology for community service at Pura Paibon, Gunaksa Village, Klungkung, unfolds in several stages. Initially, a thorough needs assessment and preparatory phase are conducted. This involves engaging with the local community and leaders to understand the specific requirements and nuances associated with the Dewa Yadnya ceremony, a deeply rooted cultural practice in the region. Following this, a comprehensive work plan is drafted, delineating tasks, schedules, and resource allocations, ensuring a systematic approach to the community service endeavor.

Subsequently, coordination meetings are convened with key stakeholders, including community leaders and members of the community service team. These meetings serve as platforms for collaborative decision-making and strategy formulation, particularly regarding the integration of organizational culture into the Dewa Yadnya ceremony. Concrete steps are discussed and agreed upon to seamlessly blend organizational values and practices with the rich traditions observed during the ceremony. This collaborative effort lays the groundwork for a harmonious and culturally sensitive implementation process.

The execution phase of the community service involves meticulous planning and hands-on involvement in preparing for and conducting the Dewa Yadnya ceremony. Physical and logistical arrangements are made, and organizational culture is actively integrated into various aspects of the ceremony, from committee selection and training to coordination and oversight. Throughout this phase, continuous evaluation and assessment mechanisms are employed to gauge the effectiveness of the organizational culture implementation and identify areas for improvement. Additionally, the impact of the community service on the local community, particularly its contribution to the smooth execution of the ceremony and enhanced community participation, is carefully monitored and documented for future reference and dissemination.

The methodology describes the process of community service at Pura Paibon, Gunaksa Village, Klungkung, in several distinct stages. Initially, a comprehensive needs assessment and preparatory phase are conducted to understand the specific requirements and nuances associated with the Dewa Yadnya ceremony. This involves engaging with the local community and leaders to gather insights into their expectations and preferences.

Following this, a detailed work plan is developed, outlining tasks, schedules, and resource allocations to ensure a systematic approach to the community service project. Coordination meetings are then organized with key stakeholders, including community leaders and members of the service team, to discuss and formulate strategies for integrating organizational culture into the ceremony.

During the execution phase, meticulous planning is carried out to prepare for and conduct the Dewa Yadnya ceremony, with a focus on incorporating organizational culture into various aspects of the event. Continuous evaluation and assessment are employed throughout this phase to measure the effectiveness of the integration process and identify areas for improvement.

Finally, the impact of the community service on the local community is monitored and documented to assess its contribution to the smooth execution of the ceremony and increased community participation. This information is used for future reference and dissemination of best practices.

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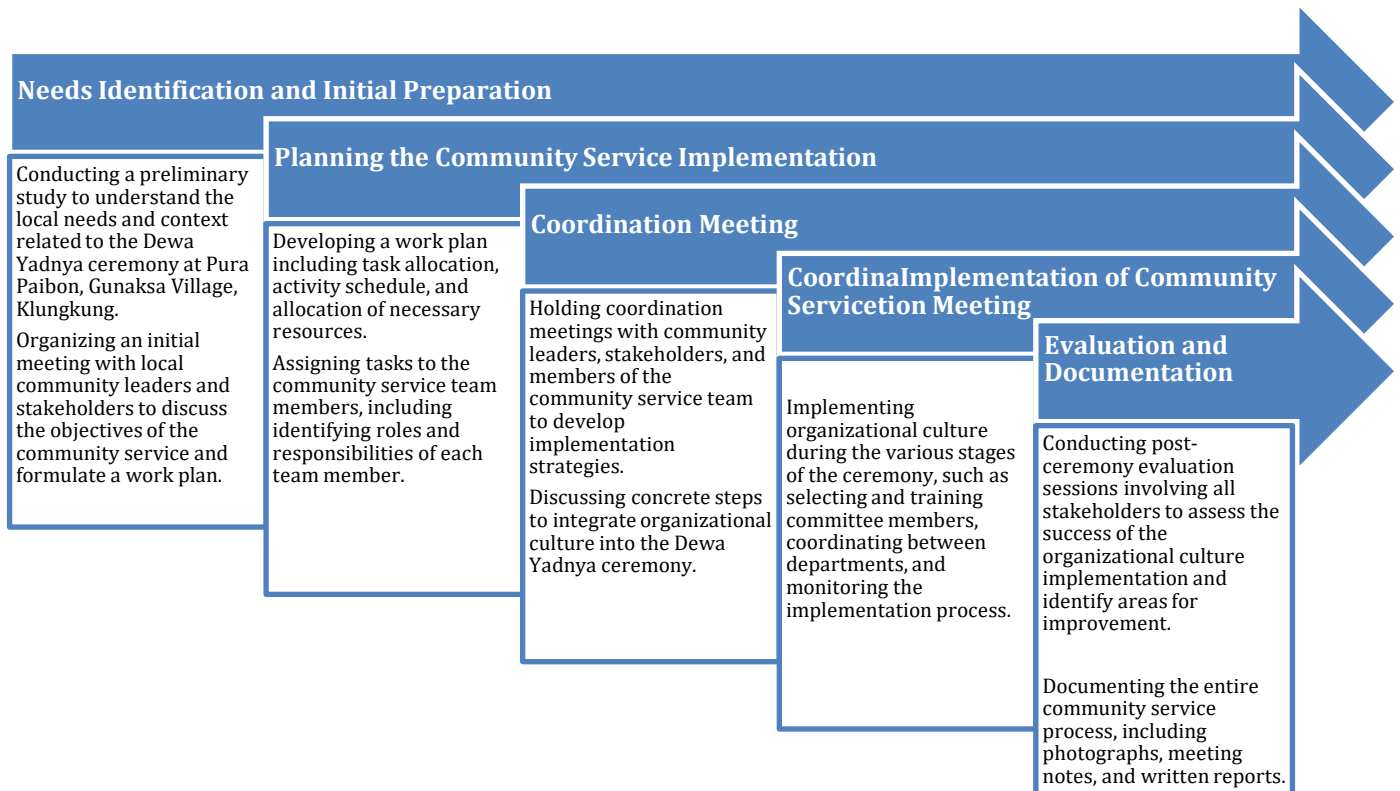
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Picture 1. Problem Solving Framework

IV. RESULT AND DISCUSSION

Results:

The community service implementation at Pura Paibon, Gunaksa Village, Klungkung, has successfully integrated organizational culture with local traditions in the Dewa Yadnya ceremony. Structured and collaborative steps, such as coordination meetings, effective task allocation, and well-coordinated ceremony execution, facilitated a successful alignment between organizational culture values and existing religious practices within the local community. As a result, the Dewa Yadnya ceremony proceeded smoothly and was attended by active participation from community members.

In addition to direct impact evaluation, additional analysis was also conducted to understand the long-term effects of organizational culture integration in the Dewa Yadnya ceremony. This involved analyzing changes in community participation in the ceremony over time after implementation.

The results of this research indicate that the integration of organizational culture into the Dewa Yadnya ceremony has successfully enhanced the coherence of the ceremony and community participation. Additional data from post-implementation surveys show that the majority of the community welcomed this change positively, with increased engagement and identification with the ceremony. Statistical analysis also indicates that the differences in perception before and after organizational culture integration are statistically significant.

Long-term analysis shows that this integration also has sustained positive impacts, with increased community participation in the ceremony over time. This indicates that the steps taken in this research have successfully enhanced the relevance and sustainability of the ceremony in the long run. Further qualitative analysis also reveals positive experiences and a deeper understanding of the importance of organizational culture integration in maintaining the sustainability of local cultural heritage.



Picture 2. Image of the Ceremony Process

Methodology:

This community service initiative adopts a proven-effective approach in addressing cultural interventions within the community. The initial phase entails field surveys, involving direct interviews with local community members, traditional leaders, and religious figures to gain deeper insights into the cultural values embedded in

the Dewa Yadnya ceremony. Surveys also include direct observations of the ceremony execution process to identify potential integration of organizational culture.

Subsequently, a series of coordination meetings are held with various stakeholders, including traditional leaders, members of the community service team, and community representatives, to formulate strategies in line with the findings from the field surveys. Intensive discussions are conducted to develop concrete action plans, including resource allocation and delineation of roles for each party in the ceremony execution.

The implementation phase involves active engagement of the community service team members in the physical and logistical preparation for the ceremony. This includes site selection, layout arrangement, and procurement of necessary equipment. During the ceremony execution, team members play a role in directing and facilitating various activities, ensuring that the values of organizational culture are reflected in every aspect of the implementation.

To evaluate the impact of the intervention, participatory observations are conducted during the ceremony execution to observe the community's responses and reactions to the integration of organizational culture. Additionally, post-implementation surveys may be conducted to gather further feedback from various stakeholders. The evaluation findings are used to make adjustments and improvements to the intervention approach, ensuring sustainability and enhanced success in the future.

Discussion:

The integration of organizational culture into the Dewa Yadnya ceremony at Pura Paibon reflects a close collaboration among the community service team members, local customary leaders, and the community. The initial coordination meeting held before the commencement of the community service played a crucial role in mapping out and understanding the dynamics of local culture and traditions. In-depth discussions during the coordination meeting provided a comprehensive understanding of organizational culture values and established protocols of the Dewa Yadnya ceremony deeply rooted in the community.

Effective task allocation was a determining factor in the success of this community service endeavor. Clear roles and responsibilities assigned to each team member ensured the orderly and efficient execution of the ceremony. Throughout the implementation process, the integration of organizational culture was evident from the planning stage to execution, with each step carried out in a coordinated and synchronized manner with the revered local cultural values.

The success of this community service initiative is not only reflected in the smooth execution of the ceremony but also in the improvement of relations between the organization and the local community. By acknowledging and respecting the existing cultural values and traditions, the community service initiative has strengthened the bonds among all stakeholders while significantly contributing to the preservation and development of the local cultural heritage. Consequently, this initiative serves not only as a testament to success but also as a model for similar endeavors elsewhere, underscoring the importance of collaborative approaches and cultural considerations in maintaining the sustainability of local traditions and cultural values.

V. CONCLUSION

In conclusion, the integration of organizational culture into the Dewa Yadnya ceremony at Pura Paibon, Gunaksa Village, Klungkung, through a community service initiative, exemplifies the effectiveness of collaborative efforts in bridging cultural traditions with contemporary organizational principles. The multi-step approach employed in this endeavor, from comprehensive needs assessment to implementation and evaluation, underscores the importance of methodological rigor and stakeholder engagement in achieving successful cultural interventions. By aligning organizational values with local customs, the ceremony not only proceeded smoothly but also fostered stronger bonds between the organization and the community. The participatory nature of the intervention allowed for mutual understanding and respect, leading to a more harmonious integration of cultural practices. Moving forward, lessons learned from this initiative can serve as a blueprint for similar endeavors, emphasizing the significance of cultural sensitivity and community involvement in preserving and promoting cultural heritage. As cultural landscapes continue to evolve, it becomes imperative for organizations to adapt and embrace diversity, recognizing the richness that cultural integration brings to both organizational identity and community cohesion. Therefore, sustained efforts in fostering cross-cultural dialogue and collaboration remain essential in ensuring the continued vitality and relevance of cultural traditions in an ever-changing world.

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