

ABSTRAK

Paradigma tradisional yang berkembang dalam masyarakat, seringkali menyebutkan bahwa keberhasilan sebuah organisasi hanya dipengaruhi oleh *leader* saja. Padahal berdasarkan hasil penelitian Kelley (1992), pemimpin hanya berkontribusi sebesar 10%-20% dan karyawan sebesar 80%-90% pada keberhasilan organisasinya. Identitas *follower* dalam organisasi selalu dikaitkan dengan hal-hal negatif seperti pasif dan lemah. Keterbatasan penelitian mengenai konsep *followership* dalam dunia akademis, mendorong peneliti untuk melakukan penelitian pemetaan *followership* (karyawan) pada organisasi Kopma UGM. Peneliti menggunakan analisis tipe *followership* menurut Curphy & Roelling (2011): *self-starters*, *brown-nosers*, *criticizers* dan *slackers*. Tipe dibagi berdasarkan dimensi *critical thinking* dan *engagement* pada *follower*. Penelitian ini menggunakan metode kuantitatif-kualitatif dengan pendekatan studi kasus. Data diperoleh melalui kuesioner tertutup kepada karyawan Kopma UGM. Triangulasi data dilakukan dengan FGD, wawancara dan observasi langsung. Data pendukung diperoleh dari hasil wawancara dengan pengurus dan studi literatur berupa Laporan Koperasi “Kopma UGM” dan bacaan relevan lainnya. Hasil penelitian ini menjelaskan bahwa karyawan Kopma UGM terdiri dari tiga tipe *followership*: *self-starters*, *brown-nosers* dan *slackers*. Tipe *self-starters* yang memiliki kemandirian dalam memotivasi diri dan karyawan lain. Tipe *brown-nosers* yang memiliki loyalitas tinggi terhadap organisasi dan bersikap pasif. Dan tipe *slackers* yang bekerja dengan memperoleh *punishment*.

Kata kunci: *Followership*, Curphy & Roelling *Followership Types*, Karyawan Kopma UGM, Koperasi

ABSTRACT

The traditional paradigm that develops in society, often states the success of an organization is only influenced by the leader. Whereas based on the results of Kelley’s research (1992), leaders only contributed 10%-20% and followers contributed 80%-90% in the success of their organizations. Identity of follower in the organization is always associated with negative things such as passive and weak. The limitations of studies on the followership concept in academic, encourage researchers to conduct a study about followership (employees) mapping in Kopma UGM organization. Researchers use the followership types analysis according to Curphy & Roelling (2011): self-starters, brown-nosers, criticizers and slackers. Types are divided based on the dimensions of critical thinking and engagement on followers. This study uses quantitative-qualitative methods with a case study approach. Data obtained through a closed questionnaire to employees of Kopma UGM. Triangulation of data was done by FGD, interview and direct observation. Supporting data was obtained from interviews with leaders and literature studies in the form of the Report of Koperasi “Kopma UGM” and other relevant reading. The result of this study explain employees in Kopma UGM consist of three followership types: self-starters, brown-nosers and slackers. The type of self-starters who have independence in motivating themselves and others. Brown-nosers who have high loyalty to the organization and passive. And the type of slackers who work by getting punishment.

Keywords: Followership, Curphy & Roelling’s Followership Types, Employees of Kopma UGM, Cooperatives