Psychological Climate Development Strategy at Achmad Yani University Banjarmasin in the Era of Industrial Revolution 4.0

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Abstract: This study aims to see whether the strategies that need to be developed by looking at the psychological climate conditions contained in the Achmad Yani University of Banjarmasin environment in the face of the industrial revolution era 4.0. The study was conducted on 125 permanent lecturers. The data analysis technique used is a SWOT analysis to determine the right strategy carried out by. The results of the study show that it must implement an aggressive strategy in quadrant 1. An aggressive strategy that can be applied is to maintain effective and efficient management, then always provide support and opportunities for developing insight, exploring self-potential, self-development and creativity in research. While the other strategy that must be done is always striving to get additional research grants and service from outsiders, collaborating with outside parties in the field of research and service, organizing academic activities such as seminars with PTN and PTS, as well as providing useful information to other parties such as government and others. Then another strategy is to conduct activities such as those carried out by other PTS in terms of innovation, adjusting to changes in government regulations relating to research and service, and supporting the lecturers not to be afraid and worried about these changes.

Index Term: strategy, psychological climate, SWOT analysis

1. INTRODUCTION

At present, the world has undergone changes that have a large influence, as part of the impact of the development of the digital world. Social scientists call it an era of disruption, namely the era that feels the impact of digital transformation on all sectors such as the economic, social, political and educational sectors. Digital era is a term used in digital use, the internet or in the use of technology in the field of computers, especially in terms of information technology. In other words, the digital era is an era where everyone will easily get information quickly using digital technology. The world of education in Indonesia also requires digital transformation to progress. Many uses are felt in the presence of digital transformations such as achieving cost and productivity efficiency, using better systems that will improve the quality of education itself, as has been done by other countries. Improvements in education in Indonesia have become a necessity to continue to compete to enter the 4.0 industrial revolution, one way that can be done is to prepare prospective workers or reliable human resources who are ready to face and enter the digital world, have competencies that are in line with the demands of development technology. Education is an important thing to be able to realize the quality and quantity of human resources, with the education of an individual is demanded to be able to be a person who is ready and able to compete in the era of globalization, can develop the talents and potential that is in him. In South Kalimantan, many universities have emerged, especially private universities. The increasing number of private tertiary institutions, of course, also need educators, education staff and adequate educational facilities. In higher education, the role of lecturers is very necessary in educating and educating students. Lecturers must have good competence to transform and develop knowledge to students so that they can improve the quality of education. Universities must be able to identify challenges in the future and observe changes and their impact on changes in society in general. This, of course, will also affect the work procedures of universities and must adapt and utilize these changes, so that they can continue to act as providers of knowledge to the public. A business will survive and can move towards a more advanced direction if it can know what strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) to be faced or other terms SWOT. Based on this aspect a strategy can be determined that can determine the success and growth of a company. [1]

RESEARCH PURPOSES
This study aims to see whether the strategies that need to be developed by looking at the psychological climate conditions contained in the University of Achmad Yani Banjarmasin environment in the face of the industrial revolution era 4.0

II. LITERATURE REVIEW
STRATEGIC MANAGEMENT
According to [2] defining strategic management is what must be done by a manager in order to develop his organizational strategy, which includes the functions of planning, organizing, leadership, and control. While the understanding of organizational strategy is a plan that is compiled about how to do something that can be done, how to deal with competition and ways to attract and meet the needs of consumers or customers in accordance with their expectations [2] According to [3] the strategy is successful, a company must be consistent with the characteristics of the external environment with its internal environment which is its goals and values, all the resources it has and its capabilities, and its structure and system.

**PSYCHOLOGICAL CLIMATE**

The psychological climate is a perspective that emphasizes personal values (such as clarity, responsibility, support, and friendly social relationships) that are linked to ways of assessing the work environment. [4] argue that employees' perceptions of the work environment reflect high-order factors (General Psychological Climate, PCG) which consist of an emotional evaluation to what extent the work environment is considered to be personally beneficial or detrimental. [5] argue that the psychological climate describes the climate in the company causing employees to like their work wholeheartedly or it can cause psychological barriers to their work. Whereas [6], argues that psychological climate is a descriptive summary of employees about their experience in the organization. So it can be concluded that the psychological climate as a psychological environmental condition that is felt by employees and company descriptively can make employees feel happy, safe and comfortable in the organization so that the work they do, based on their experience will provide the expected return if it produces good work, so they will be more committed to the organization. Psychological climate can be a characteristic of an organization that can influence members of the organization in behaving or behaving and working. According to [7], revealed that the psychological climate does influence the attitudes of employees as members of the organization and this is closely related to work attitudes, psychological well-being, motivation, to work performance. According to [8] psychological climate is a type of climate that is measured at the individual level and is related to employee cognitive assessment of the work environment. Then [9] shows that the company's environmental strategy positively related to the green psychological climate which, in turn, moderates the relationship between behavioral intentions and future employee behavior.

**Psychological Climate Indicator**

Psychological climate is a multidimensional variable [10] Then [10] explained 6 (six) indicators of psychological climate (psychological climate), namely: a) supportive management, namely whether management is considered flexible and supportive? b) role clarity, namely the clarity of the role or task, c) contribution, namely how the organization accepts the contributions made by employees in line with the company's goals, d) recognition, awards obtained from the organization, e) self-expression, namely freedom in express yourself, and f) challenge, which is a challenging job.

**INDUSTRIAL REVOLUTION 4.0**

Revolution is defined as a form of social and cultural change that is fast and involves the basis or subject of people's lives. These changes can be done by planning or not planning in advance, then can be carried out without violence or violence. While the Industrial Revolution is a rapid change in the economic field that starts from the activities of the agrarian economy to the industrial economy by using machines to process from raw materials so that it becomes ready to use material. With the industrial revolution, it has changed the way human work from the use of hands or manual turns into using machines. The Industrial Revolution was first introduced by Friedrich Engels and Louis-Auguste Blanqui in the mid-19th century. Scwab in his book entitled The Fourth Industrial Revolution, argues that the fourth generation revolution is characterized by the emergence of supercomputers, smart robots, vehicles without drivers, genetic editing and the development of neurotechnology that allows humans to further optimize brain function. 4IR has discovered a new pattern when disruptive technology is present so quickly and threatens the existence of established incumbent companies. The Industrial 4.0 era was marked by the digitization and massive utilization of Artificial Intelligence in various sectors of human life, especially in the economic field. The Industrial Revolution 4.0 as a transformation effort in order to be able to improve efficiency by integrating digital capabilities and production lines in industries characterized by automation, machine-to-machine and human-to-machine communication, artificial intelligence, and sustainable technology development in the industry. [11]

**UNDERSTANDING SWOT ANALYSIS**

Tools that can be used to adjust the strategic factors that are owned by an organization are the SWOT Matrix. This SWOT matrix can describe how factors (strengths or Strengths, Weaknesses or Weaknesses, Opportunities and Opportunities and threats or Threats) to formulate what the company's strategies are. This matrix can produce a number of possible sets of strategic alternatives. [12]
III. METHOD
RESEARCH OBJECT
The research was conducted at Achmad Yani University Banjarmasin with the object of research being 125 permanent lecturers of the foundation at Achmad Yani University in Banjarmasin.

IV. ANALYSIS METHOD
SWOT ANALYSIS
Stages in determining the strategy in the SWOT analysis are by making an calculation of external strategy factors (EFAS) and internal strategy factors (IFAS). The steps of calculating the EFAS and IFAS matrices start from the first step to determine the weight of each factor with the number 0 (not important) to the number 1 (very important) with the total number of weights equal to 1. The second step gives a scale to each factor of the value 1 (very low), 2 (low), 3 (good), 4 (very good). The third step is to multiply the weight of the factor by the factor scale. The fourth step is to add all the multiplications in the third step. The fifth step is to set aside the amount in the fourth step between strength or strength with weakness or weakness, then set the amount in step four of opportunities or opportunities with threats or threats. The sixth step is to link the calculation value of the difference with the SWOT analysis diagram and get a strategy that must be taken or determined by the organization.

V. RESULTS AND DISCUSSION
Respondents in this study were permanent lecturers of Achmad Yani University Foundation Banjarmasin. The data obtained by the researchers shows that male gender is 36% and female is 64%, age of respondents is in the range of less than 30 years as much as 6%, 31-40 years as much as 12%, age 41-50 years as much as 23% and age above 50 years is 59%. The last education from the permanent lecturers of Achmad Yani University Banjarmasin is as many as S13%, S2 as much as 95% and S3 as much as 2%. Then for a long period of work it is known that the working period of less than 3 years is 11%, the work period of 3-5 years is 20%, the work period is 5-7 years as much as 30% and the service period of more than 7 years is 39%.

Achmad Yani University Vision and Mission Banjarmasin
- Vision
In 2018 Achmad Yani University became a Human Resources development center that produces quality HR, professional, strong, independent and responsible based on Faith and Faith to God Almighty who is supported by an effective and efficient management system.

- Mission
Organizing higher education oriented to the needs of the community with the support of a quality assurance system. Carry out research, explore and apply the findings of science, technology, art and culture for the welfare of society. Build a culture that is noble, faithful and devoted to God Almighty as a moral force in development.

Results of SWOT Analysis
Based on the results of data analysis on external factors, Opportunities (opportunities) found that the existence of research grants and services from outside parties, the opportunity to conduct research collaborations and service with outsiders, collaborate in organizing academic activities such as seminars with PTN and PTS, providing useful information for other parties, both the government and others. Whereas external factors which constitute threats or threats are found that the emergence of new PTS, the number of similar universities (PTS) that implement innovative programs, and changes in government regulations related to research and dedication

These factors are opportunities and threats because based on the results of the analysis found that the existence of grant funds from outside parties for research and preservation will increase the enthusiasm of the lecturers in conducting research and service because the source of funds is not only obtained from within Achmad Yani University but from other parties, there is cooperation in research and service with outsiders Achmad Yani University will increase the confidence of the lecturers that they are able to conduct research and service with outsiders that are different from the lecturers' habits so far, the collaboration in organizing academic activities such as seminars with PTN and other PTS will open up insight and experience for UVAYA lecturers in organizing academic activities, the provision of information that can be used by the government and other parties will make Achmad Yani University lecturers confident and feel valued by others outside their work environment.
Based on the results of the SWOT analysis which calculates the total score from the strength and weakness factors, the strength factor is 2.66 and the weakness factor is 0.41 so the difference is 2.25. Whereas for calculating the total score of opportunity and threat, the probability factor is 2.5 and the threat factor is 0.4 so the difference is 2.1. If inserted into the SWOT matrix diagram it will be in quadrant 1 where Achmad Yani University Banjarmasin must implement an aggressive strategy. Aggressive strategies that can be implemented by Achmad Yani University related to the psychological climate include the strength-opportunity strategy of maintaining effective and efficient management, then always providing support and opportunities for developing insight, exploring self-potential, self-development and creativity in research. While the strategy that must be done for weakness-opportunities is to always strive to get additional research grants and service from outside parties, carry out cooperation with outside parties in the field of research and service, organizing academic activities such as seminars with PTN and PTS, as well as providing useful information to other parties such as the government and others. Then another strategy for Achmad Yani University for weakness-threats by Achmad Yani University is to carry out activities such as those carried out by other PTSs in terms of innovation, adjusting to changes in government regulations relating to research and service, and supporting the Achmad Yani University lecturers not to be afraid and worried about these changes.

6. CONCLUSION

Based on the results of the data analysis, it can be concluded that to determine the strategy that must be done by Achmad Yani University related to the psychological climate is to implement an aggressive strategy by maintaining the conditions of supportive management, role clarity, contribution, recognition, self-expression, and challenge. The strategy that must be done is always striving to get additional research grants and service from outside parties, collaborating with outside parties in the field of research and service, organizing academic activities such as seminars with PTN and PTS, as well as providing useful information to other parties such as the government and others. Then another strategy for Achmad Yani University in Banjarmasin is to conduct activities such as those carried out by other PTS in terms of innovation, adjusting to changes in government regulations relating to research and service, and supporting so that lecturers do not need to be afraid and worried about these changes.

REFERENCES
