

THE INFLUENCE OF AN OPEN INNOVATION APPROACH ON THE ORGANIZATION OF THE PSYCHOLOGY STUDENT ASSOCIATION OF SAHID UNIVERSITY SURAKARTA

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ABSTRACT

Introduction/Main Objective: The organization should provide opportunities for all its members to innovate and be able to see the effects of planned open innovation. **Background Problems:** A concept, idea, practice or thing that is recognized and accepted as a new right by a person or group to implement. Organizations can consist of various structures designed to meet management needs. Without innovation, an organization cannot move forward to develop a vision and mission. **Research Methods:** Using qualitative research methods, this is a type of research that is descriptive and usually uses analysis. **Finding/Result:** Open innovation is very influential in the process of organizational progress. Change through open innovation reflects role models including good leadership. **Conclusion:** The results show that open innovation can shape a better performance character.

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1. Introduction

The development of an organization's environment, both internal and external, involves change. Innovation is the only way an organization can develop. Innovation is defined as a concept, idea, practice or thing that is recognized and accepted as new by a person or group to implement. Innovation can also be defined as the process of thinking about and applying research results to produce new products, services, business procedures, policies, ways, and so on (Ancok). According to Ancok, innovation consists of three main stages: ideas are created, ideas are evaluated, and ideas are implemented.

The problems that occurred during the previous period of organizational management, there were several activities and work programs that were not realized according to the plan so that the management of the organization was not optimal. The obstruction of the work program and triggered the fading of the organizational spirit of the management of the psychology hima organization in the previous period.

¹ Djamaludin Ancok, 'Psikologi Kepemimpinan Dan Inovasi', 2020.

So that it is quite a threat to the sustainability of organizational life. The psychology student association organization that only survives on the situation without an open attitude to innovation from existing human resources will further make the state of the organization remain in its problems.

Organizations serve as places where various individuals come together to achieve common goals. Organizations consist of various structures designed to meet the needs of the organization, ranging from high-level management to the lowest layer. All parts of the organization are important according to their respective roles and tasks.

Innovation is also inseparable from the role of resources owned by the individual himself, the more knowledge, which consists of skills, competencies and experience that individuals gain, the more efficient work activities will be.

Innovation in the Psychology Student Association or Himapsi organization is the process of creating, developing, and implementing new ideas to increase benefits for members, such as improving relationships with off-campus organizations, and increasing member efficiency. Innovation in the Himapsi organization is supported by the presence of a leader who is able to move an initially rigid organization. With its new innovations, which include implementing a more flexible organizational structure, which results in more flexible forms and patterns of cooperation with various groups, including internal organizational groups. One of the reasons why Himapsi encourages innovation is because the organization makes changes to its activities and work systems. The organization's work program agenda also encourages innovation from organizational members.

Leaders in an organization as a determinant of direction for the progress of an organization and members as actors who run the wheels of their organization, so that how things happen will have an important role in supporting the achievement of the success of organizational goals, the problems that exist in the organization will be reduced by open innovation and problem solving efforts as improvements.

Effective leaders are leaders who recognize the important strengths contained in individuals or groups. A leader must be able to understand individual problems in the organization, foster trust from subordinates, provide insight and examples embedded in organizational culture. In addition, organizational commitment must be a concern because it has a significant impact on the running of an organization. Leaders must be able to understand the needs of each subordinate, motivate and empower appropriately, so that it will be in line with the formation of organizational commitment of their subordinates. Another factor that should be of concern to leaders is the level of organizational performance, because the realization of achieving organizational goals is determined by the high and low level of organizational performance. Changes in the increasingly complex and competitive organizational environment require every organization to be more responsive in order to survive and continue to grow.

2. Literature Review

Open Innovation

In Latin, innovation means renewal and change, and the verb is *innovo*, which means to renew and change. A change that is new or different from the previous one is called innovation, and it is intentional or planned, not accidental. The changes made are looking for more efficient ways to

achieve goals. These changes must be carefully planned and directed. Ancok divides innovation into three main stages: creating ideas, assessing ideas, and implementing ideas.

To improve the quality of the organization, the innovative capacity of the organization must be improved. One way organizations solve innovation problems is by implementing open innovation. Innovation, on the other hand, can be defined as an item, idea, event, or method that is perceived or observed as new to a person or group of people (society) . It can be the result of innovation or discovery. Based on the above understanding, innovation is a process that occurs in formal and informal organizations. Organizations progress, but there will be many challenges and obstacles when innovation begins to enter. By understanding the process of innovation in organizations, at least it will be easier for organizations to diffuse innovations.

Organization

Simply put, an organization is a means, tool, place, or container for a group of people working together to achieve a common goal. An organization is defined as a social entity that is consciously organized, followed by relatively continuous boundaries and always trying to achieve a common goal or group of goals.

According to Daft , the four main elements are described as follows:

1. Organizations can be defined as social entities formed by individuals and groups of individuals;
2. The organization will have a clear purpose, because it is the purpose that creates the basis of the organization;
3. Organizational systems are logically structured to achieve goals;
4. The organization has clear rules to determine what is considered part of the organization.

3. Method, Data, and Analysis

This research uses qualitative research methods. The Psychology Student Association organization at Sahid University Surakarta is the research location. To find out how Himapsi handles the open innovation process with descriptive open interviews. A qualitative approach does not only look at research variables, it looks at the entire social context, including places, actors, and activities of the Himapsi organization. By using a qualitative approach, the purpose of this research is to determine whether there is a correlation or impact between the implementation of open innovation and the Himapsi organizational system.

4. Result and Discussion

In the previous period, data was obtained stating that the psychology student association organization was still unsuccessful in innovating due to the dualism of leadership which caused its members to be divided into two camps. And after the author conducts research, the results of the analysis of the research conducted show that an organization applies open innovation, it will have a positive impact on the organization itself. The Psychology Student Association or what is called Himapsi Sahid University Surakarta uses an open innovation system. Under the new leader, this open innovation is running and starting to develop. Himapsi leaders implemented an innovation system by changing the organization's membership structure. The purpose of this change is to increase how effectively members work together. In the membership structure, it will be divided into several commissions, with the general acting as the person in charge and followed by the members.

² Hengki Wijaya, 'Model Proses Inovasi Rogers Dalam Organisasi', *Research Gate Online J.*, No. June, June, 2018, 1–20.

³ Daft Richard L, *Organization Theory and Design*, *Journal of Chemical Information and Modeling*, 2010, LIII.

Change through open innovation reflects role models including good leadership. In this management, an organization can be dynamic. It is necessary to have a plan in facing better organizational changes. The leadership style that a leader builds in an organization will encourage the involvement of his staff and generals to achieve performance. The leadership style applied by the leader will affect his employees in carrying out their work. (Ilyas et al.,2017).

The results of the analysis of this study state that another open innovation used by Himapsi is that everyone, including leaders, has the same right to develop innovative ideas and innovations that can help the progress of the organization. In addition, in collaboration with organizations on and off campus, Himapsi develops new ideas. This is in line with several other authors on open innovation who claim that innovation is the most fundamental source for the success and survival of an organization (Dirham, 2019) .

However, there are several challenges that arise during the process of implementing open innovation in the organization, including the first obstacle is that the organization cannot develop by being more innovative due to the lack of support from the organization's coaches and relationships that are not yet strong to help Himapsi innovate by collaborating with organizations outside the campus. Another obstacle is time management and communication management between the chairman or leader and his generals or staff. Because of the many mandates that are carried out and must be carried out so that monitoring coordination is quite hampered. However, this can still be resolved well by trying to improve the way of communication and time management and guiding each other without clinging to individual expectations.

With new innovations, which include the application of a more flexible organizational structure, which results in more flexible forms and patterns of cooperation with various groups, including internal organizational groups. One of the reasons why Himapsi encourages innovation is because the organization makes changes to its activities and work systems. The organization's work program agenda also encourages innovation from organizational members.

Affirming the importance of management skills because it can affect a staff's performance in the organization. In terms of direct coordination through various types of innovation (process or service) and its mediating role. Therefore, in this research, the possibility of open innovation activities is quite measurable to produce innovation outputs that can affect leadership and better performance for himapsi. The application of open innovation is considered very important because it will provide various conveniences, which not only involve internal parties but also involve external parties. Organizations that are too internally focused will be dangerous because they will miss many opportunities that come from outside the campus organization.

5. Conclusion and Suggestion

The results show that open innovation has a significant impact on the growth and achievement of organizational goals. To implement open innovation in organizations, through courage and high enthusiasm, because it will affect how leaders and members work together. The leadership style that is built from a leader through open innovation will form a better performance character, it can be reflected in a role model of membership and leadership. as well as organizational leaders as direction setters for the progress of the organization and members as actors who run the wheels

of the organization, so how things happen will affect how successful the organization achieves its goals. Problems in the organization will be reduced by innovation and problem-solving efforts.

⁴ Syamsi Lasmi Saleh and Devi Kurniawati, 'The Benefits of Talent Management And Leadership to Employees Manfaat Talent Management Dan Kepemimpinan Terhadap Karyawan', *Management Studies and Entrepreneurship Journal*, 4.6 (2023), 8857–64 <<https://journal.yrpiipku.com/index.php/msej/article/view/3651/2027>>.

⁵ Saleh and Kurniawati.

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