

THE DEVELOPMENT OF COVEY TRUST SYSTEMS INSIDE UNIVERSITY

Oleh:

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Abstract. Universities and education are important factors that need to be taken very seriously as the process will produce useful human resources to create useful progress for the community. The 8th Habits Method is one of the most proven methods to apply at the University level, especially to lecturers and students. Applying The 8th Habits Method is a big challenge that deserves to be accepted because it will result in the discovery of the purpose of life or the sound (meaning) of self as we know that there are many students (millennial generation) who do not have it and this may also happen to the lecturer. Dr Maggie Gilewicz in her book entitles *Why Young Adults Don't Know What to Do With Their Lives And What Can Be Done About It?* argues that students and young adults do not know how they spend their life time because nothing can encourage them and no support from the environment (Gilewicz, 2017). On the other hand, parents focus on building the millennial children' self-esteem and always protect them from disappointments (Vance and Stephens, 2010). This paper offers some hypothesis and its application to the lecturers and students because both cannot be separated and should work in synergy to achieve The 8th Habits. Internal and external influences are also things that need to be examined and responded positively as these are two factors that can be one of the inhibiting factors in applying The 8th Habits-Covey trust systems. Finally, it is important that lecturers and students keep learning to be able to think and be positive, creative and flexible to be able to apply The 8th Habits-covey trust systems.

Keywords - *The 8th Habits, Universities, Lecturers, Students, Education*

Abstrak. Universitas dan pendidikan adalah faktor penting yang harus disikapi dengan sangat serius mengingat kedua factor ini akan menghasilkan sumber daya manusia yang berguna untuk menciptakan kemajuan dalam masyarakat. *The 8th Habits Method* merupakan salah satu metode yang paling terbukti dapat diterapkan di tingkat perguruan tinggi, khususnya pada dosen dan mahasiswa. Penerapan *The 8th Habits Method* adalah suatu tantangan besar yang harus dihadapi karena akan berujung pada penemuan tujuan hidup atau makna diri karena sebagaimana yang kita ketahui banyak mahasiswa (generasi millennial) yang tidak memilikinya dan hal sama dapat pula terjadi pada dosen. Dr Maggie Gilewicz dalam bukunya yang berjudul *Why Young Adults Don't Know What to Do With Their Lives And What Can Be Done About It?* berpendapat bahwa mahasiswa dan remaja dewasa tidak mengetahui bagaimana mereka akan menghabiskan masa hidup mereka karena tidak ada yang mendukung mereka termasuk dukungan dari lingkungan (Gilewicz, 2017). Di sisi lain, orangtua terpaku pada bagaimana agar anak-anak mereka dapat menghargai diri mereka dan selalu melindungi mereka dari hal-hal yang dapat mengecewakan mereka (Vance and Stephens, 2010). Artikel ini menawarkan hipotesis dan aplikasinya pada dosen dan mahasiswa karena keduanya tidak terpisahkan dan harus bersinergi untuk mencapai *The 8th Habit*. Pengaruh internal dan eksternal penting pula untuk diketahui dan direspon secara positif karena dua faktor ini dapat menjadi penghalang penerapan *The 8th Habit-Covey trust systems*. Oleh karena itu, penting bagi dosen dan mahasiswa untuk terus belajar agar dapat berpikir dan menjadi positif, kreatif, dan fleksibel sehingga dapat menerapkan *The 8th Habit-Covey trust systems*.

Kata Kunci : *The 8th Habits, Universitas, Dosen, Mahasiswa, Pendidikan*

A. INTRODUCTION

In his famous book "The 7th Habits Of Highly Effective People", Stephen R. Covey points out 7 important things we need to understand if we want to be a whole person, but with the advancement of technological progress and global economic development we need to develop ourselves and be flexible in the face of globalization. Being flexible means that we do not tolerate all things, we must be able to choose what is right and useful for a community and develop ourselves means we must have the attitude to keep learning new positive things.

Stephen R. Covey eventually issued a concept called "The 8th Habits: From Effectiveness To Greatness" to be able to keep pace with the advancement of the times in the era of globalization. This is the most powerful complement to the future. One important factor here that needs to be understood is that if The 8th Habits is applicable at the university level, we can have full confidence that there will be tremendous progress in the students and produce a reliable human resource. In essence, the results of this research is an input or suggestion for each university in order to apply it in every line,

especially at the level of the learning process in the lecture in order

to create and produce human resources that are really ready in the face of globalization. Globalization must be viewed positively and our perspective must change in accepting the progress of the times because this factor can improve the positive ability of the world. Therefore, The 8th Habits should be carefully considered to be applicable in universities ranging from administrative, lecturers and students with the main centers being students as they are the young generation who bring the advancement of a nation and the State in the future. So as the end of the introduction, let us reflect on some important sentences: 8th Habit Dedication: "To the humble, courageous," great "among us who exemplify how leadership is a choice, not a position." ... "We can take one of two roads in life: "To know and not to do, is really not to know." -Stephen Covey; "All that is necessary for the triumph of evil is that good man do nothing." -Edmund Burke; "The significant problems we face can not be solved at the same level of thinking we are at when we created them." - Albert Einstein, the journal is the development of the journal: Terry

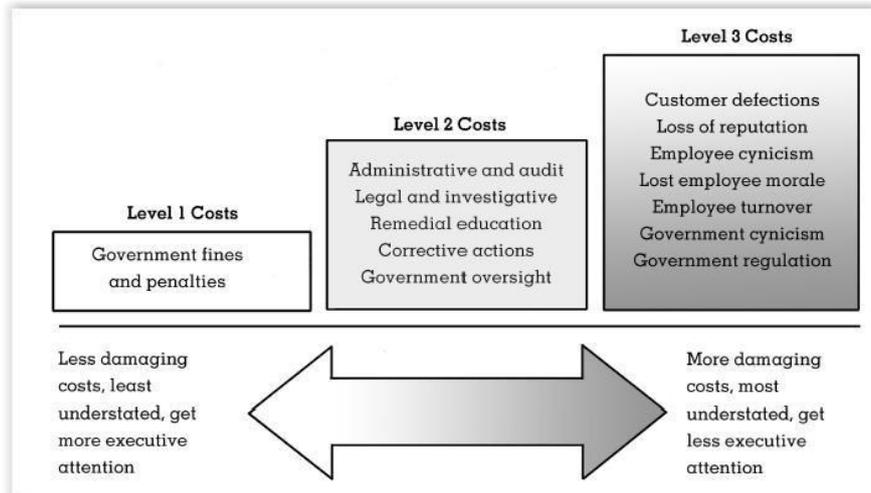


Figure 1 Executive Decisions and the Business Costs of Ethical Failures

In Figure 1, it can be explained that these 3 levels can be linked to costs, but each level has its own difficulties which were certain limitations can not be broken, such as regulations, administrative systems, the legality of an audit, the consumer and much more. At Covey, trust systems will be developed not only focusing on costs but on developing human resources that are a success factor in gen-

erating highly competent characters in the face of globalization.

This is the applied research with possible solution activities from its findings as the aim. Analysis held by studying the certain literature then solve specific problems currently being experienced in an organization (Sekaran & Bougie, 2010).



Figure 2 Methodology flowchart

The first stage is preparation on research topic, this stage is the early stage in research. The stage includes a number of processes, including observation and exploration various information, and the formulation of the problem. The second stage is review processes on the publica-

tion of papers and books about 7 Habits and 8 Habits from Covey. Purpose of the study conducted is to obtain literature methods, approaches, theories related to the discussed topics. Then we analyze all of the information and create a possible solution that can answer the problem

emerged.

B. ANALYSIS

If in 7 very effective human habits, Stephen R Covey suggests that there are 7 things to do (Here I will not discuss them, as I have discussed them in previ-

ous research journals), then in The 8th Habit, Stephen R. Covey said that we should be able to find our personal "voice" or "meaning" to help and build the community. The framework in this is the "The 8th Habits" framework:

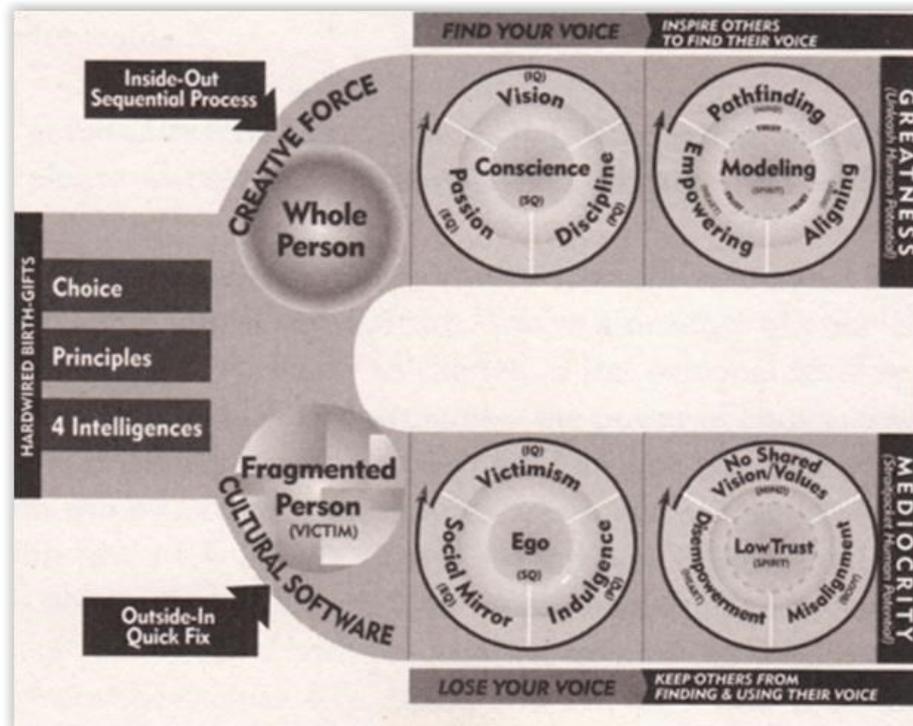


Figure 3 The 8th Habits Framework

In figure 3, we can see that the first focus of The 8th Habits is "How do we find our personal voice or meaning?" Here if we connect it with the University then this will be very closely related to "How we guide students to find meaning and purpose of their lives to be able to make positive changes for the community in the future". And furthermore, the

University should be able to create and produce students who have a leadership spirit that not only focuses on personal ambition but spiritual leadership achievement or in other words "Spiritual Leadership". The reality that the University has not focused on "Spiritual Leadership" has had much of a negative impact on the community, where leaders

who have "self-based ambitions" can reduce the level of interdependence of each other as social beings. J. Oswald Sanders said: "The word Ambition is derived from the Latin meaning to make an effort to advance oneself. In ambition there may be some other purpose, that is to be seen and accepted by others, in order to become popular, to be respected among peoples and to master others. An ambitious person loves the power that money and power can provide. That kind of flesh is deeply denounced by God. The right spiritual leader will not seek position by promoting himself. Those information are based on some researches held by Afshar, Grabara and Jabareen in their own writing (Afshar & Corresponding, 2011), (Grabara, 2015), (Jabareen, 2009), (Malhotra, 2005). " This honest word needs to be acknowledged that it is a paradox, where on the one hand a person, according to the wisdom of the world must be able to promote himself but on the one hand must be able to be humble and serve. Universities actually have a huge responsibility to be able to guide their students to be able to produce a "spiritual outlook" that fits the "vocation" of every student. But there is one thing to note very seriously, that lecturers must have a purpose in life first so that what is taught not only based

on knowledge and just doing the obligation to teach, the lecturer should be able to provide more than that to the students. As the saying goes: "What happens if the blind leads the other blind, both will fall into the abyss because both can not see". "One of the most remarkable irony in history is that in giving one final judgment about the other, not paying any attention to rank and title," Samuel Brengle put it, "The final human assessment shows that history does not pay any attention to the rank or title achieved a person, or a position he holds, but only the quality of his deeds and the nature of his mind and heart ". Furthermore, "Let it be established once that one's ideal is to conform to God's plan for him, and let the north star always be seen by him to lead him through any sea, though seemingly indefinitely", S.D. Gordon said, "He has a compass that shows the right direction amidst the thickest fog and the most frightening storm, and although there is a magnetic mountain that must be bypassed." So here, we can illustrate the framework of The 8th Habits and its relationship with the University are as follows:

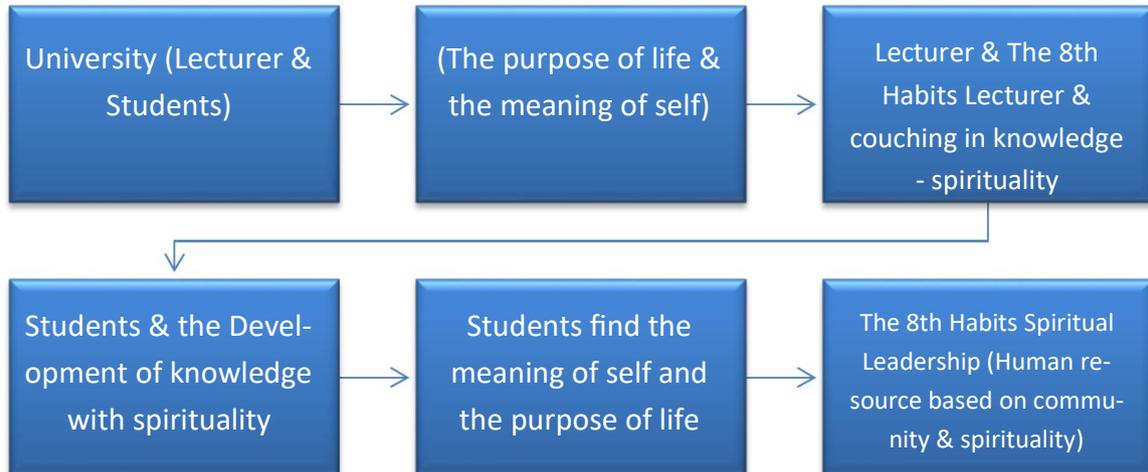


Figure 4 Framework The 8th Habits- Covey Trust Systems – lecturer - students

1. Application to Lecturer

In applying The 8th Habits to the lecturer, we need to do an important action that is not easy, it is "filtering" or it can be said "Input" is right. The university should be able to accept new lecturers not only on the basis of their expertise (on this subject, I will discuss in more detail in other research journals) but there must be one very important thing that is "Lecturer who has a purpose in life" or "Lecturer who has to mean in in him ". Why is this so important? Because of these factors will greatly affect the learning process or lectures (Alem, 2012) (Kordalipoor, Shahhosseini, Hamidi, & Data, 2015);

Let's think more openly, what happens if someone does a routine but has no meaning in him ?, what happens if a person has no purpose in life for himself

so that the person is just doing according to his obligations only ?, and what impact is caused if one does not have a true inner voice within himself ?. These things are very common in the world and within the University and this is a great challenge, the great responsibility, and commitment that needs to be done in order to produce quality students with a three-way potential: God, himself and fellow human beings. Then the following framework that can be made is as follows:

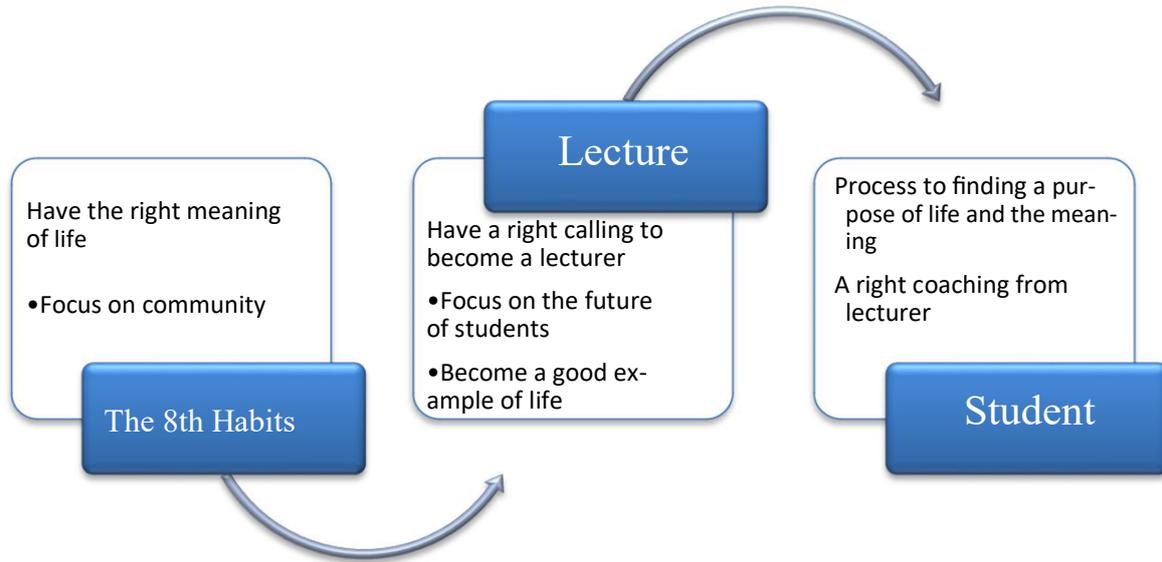


Figure 5 Framework The 8th Habits: Lecturer

If we look at this 5th image more closely, then here it can be explained that before we do the things that need to be carefully observed is "That lecturers must have a clear purpose of life and have a heart not only to himself but focuses on students" with the intention not to spoil the students but provide deeper guidance, especially in finding the identity and talents that buried in him so that one day what is the student can be useful for the community. It is unfortunate that a lecturer focuses only on materials and things that are not focused on the student, because as an educator is a responsibility that should not be considered a game of life, the lecturer should have a truly sincere heart to give what is best within himself so that the next generation can have more ability than his lec-

turer. It is no less important than the lecturer should be able to give the correct example of the students. Honestly, need to be acknowledged that this is not easy because as a human there are some factors that do not escape from mistakes. "It is normal that if a person makes a mistake, as long as the error is not to spoil the future, we must be able to distinguish rightly a decisive action for the good of the future and total wrong action", we need to remember well that the student has great hopes for his future. Therefore, the lecturer should be able to establish himself as a reliable leader. Lord Montgomery said: "Leadership is the ability and will to mobilize men and women for a common goal and a trusting character." Dr. John R. Mott, A world caliber leader among students, defines the following:

"A leader is a person who knows the way forward and who can attract others to follow him." President Truman said: "A leader is someone who has the ability to get people to do something they did not like to do." General Charles Gordon once posed a double question to Li Hung Chang, an elderly Chinese leader, thus: "What is leadership? And how can mankind be classified? ", He received an answer with a hidden meaning:" There are only three kinds of people in this world, those who are moved, those who can not be moved and those who move those people. " J. Oswald Sanders said: "The person who will succeed is the person who leads not only to show the way but also by living it alone. We become leaders as long as we inspire others to follow us " Those information came from many researches that present data and result about customer relationship management that match with figure 5 (Reinartz,

Krafft, & Hoyer, 2004) (Gamayanto, Adnan, Efriandi, Kurniawan, & Pratikna, 2017), (Hasan & Parves, 2013) (Oogarah-hanuman, 2016).

2. Application of Students

If we see more clearly that The 8th Habits focuses on how one expresses meaning within itself, then here we can see more clearly in the reality that many students in the course undergo the process but do not know the end result what they run, in other words "Many students who do not express the meaning of themselves, what they want to do in the future, most just want to imitate what others have done without actually discovering what is really hidden talent inside them , the call and the purpose of life they want to achieve in the end ". We need to be concerned in seeing this happening because a new person can be said to live if he is able to live life according to his vocation.

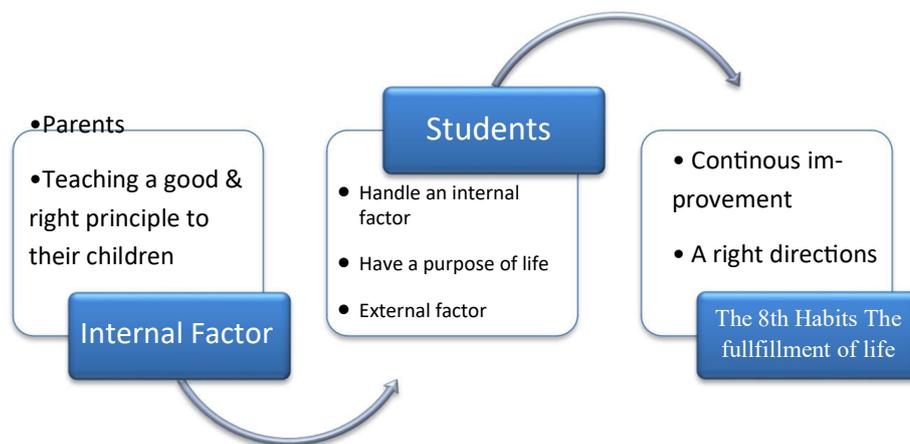


Figure 6 Framework The 8th Habits: Students

In Figure 6, we can see that there are 3 processes and several subprocesses that are a major influence in applying The 8th Habits to students. The only thing that is difficult to change is "Internal Factor", it is the only thing that has become a "paradigm" that is stored within each student. Honestly, it must be admitted that to change the paradigm that has been influenced by the wrong internal factors will be very difficult if it is accompanied by traumatic. But in this journal, I will not focus on negative factors, we should be able to see that there is one more factor that external factors (the environment) will also be able to give a very big influence on student self. Here the challenge, the enormous challenges, not all we can change, there are some things that can not be changed, and things that can not be changed usually comes from personal that can not be changed because the base of the building has become damaged. If the internal factors within the students there is a problem then there is

one solution that is a lecturer can provide a good external factor to the students by providing correct guidance. And the most important thing is a lecturer should be able to direct students to find the purpose of his life or what became the call of his life. This process takes an unpredictable long-term time as new changes occur if the student does so consistently what he or she wants to target. Dr. John R. Mott suggests that there are 9

important things we need to understand: (1). Does he do small jobs well ?; (2). Has he learned the meaning of priorities ?; (3). How does he use his spare time ?; (4). Is he excited ?; (5). Has he learned to take advantage of opportunities ?; (6). Does he have the power to grow ?; (7). What is his attitude if he is desperate ?; (8). How did he face a dead end ?; (9). What are the weak points 9 it can be applied to the student when the lecturer guides him/her, this is to know what the main need is, which points first to apply.

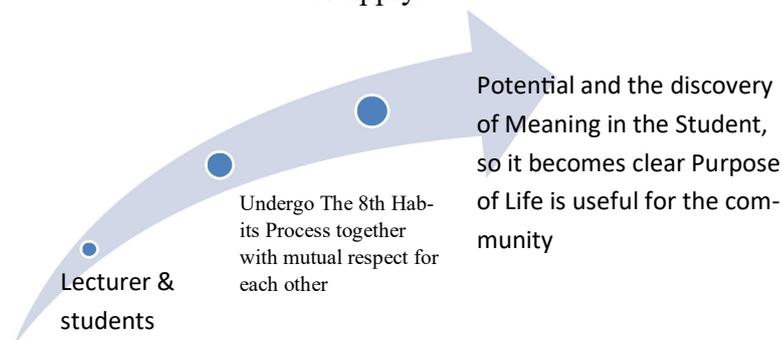


Figure 7 Synergy Between Lecturers And Students To Find The Meaning Of Self (Life Purpose)

In applying The 8th Habits, we once again need to have a Self Meaning (Inside Voice) or in other words a clear life purpose first. J. Oswald Sanders said it very well: "Most people have innate and undeveloped traits, but because they never analyze themselves, so they can remain long unknown. An objective review based on the norms suggested for measuring oneself can help us to find such traits, if not in the competition to look for weaknesses first are not suitable for a leader. Have you ever stopped a bad habit ?, To be able to lead others, we must be able to master ourselves first. That was in line with the research about leadership and its dimensions (Pratikna, Leader Member Exchange sebagai Pemoderator dalam Pengaruh Kepemimpinan Transformasional terhadap Persepsi tentang Rasa Keadilan Organisasional: Studi Literatur, 2015). Furthermore, in other research, leadership also one of an organization strength to face globalization (Pratikna & Gamayanto, Developing Leadership Systems Inside University using Jim Collins Method [Good to Great]: People Management Development to Face ASEAN Economic Community in Indonesia, 2017) Can you control yourself in case of trouble? A leader who can not control himself in difficult circumstances is less respected

and loses his influence. He must be calm in a state of crisis and steadfast to face resistance and disappointment ". We must be able to analyze ourselves and learn to respect each other, to appreciate the meaning of not compromising on the things that are not true. For example: if it is wrong, then we must say it is wrong but must be able to provide solutions to the problem. A new synergy can be achieved if each party seeks to accept others and try to understand each other what happens, some rules can not be changed because it is indeed a Standard Operating Procedure that internationally and nationally has been established, but the point is we try to find solutions together. J. Oswald Sanders once again said a very beautiful thing here: "It's easier to keep the peace than to restore the already broken peace. One important function of leadership is reconciliation, that is, the ability to find a point of conformity between two opposing views, and invite both parties to accept it ". By understanding this phrase, we will be able to create a synergy together and produce a "Spiritual Leader" in the faculty and students, and each of them can find the purpose of life (call) to build a peaceful community and provide prosperity to the community. Furthermore, J. Oswald Sanders says that one element of leader-

ship is the ability to generate the best in others, to achieve this, personal hospitality is far more successful than a successful long-term argument. On the one hand, there is very good advice from John R. Mott: "Mastering through the heart. If logic and argumentation and all kinds of ways of persuasion have failed, return to true friendship through the heart.

The end result obtained is the lecturer can be divided into 4 important parts, namely: A-Type: lecturer who has a high sympathy, where the lecturer of this type is a lecturer focused on limited tolerance. B-Type: type lecturer has half empathy,

where this type of lecturer focuses on half-heartedly in providing assistance to students. C-Type: lecturer type has half empathy and half sympathy, this type of lecturer can not be determined and guessed his mindset, so students sometimes confused in facing lecturers of this type. D-Type: lecturers who have empathy, this is a lecturer who has a high awareness of students and able to educate the maximum character in the students themselves.

4. POSSIBLE SOLUTION

The figure below is an analysis process held to find the possible solution.

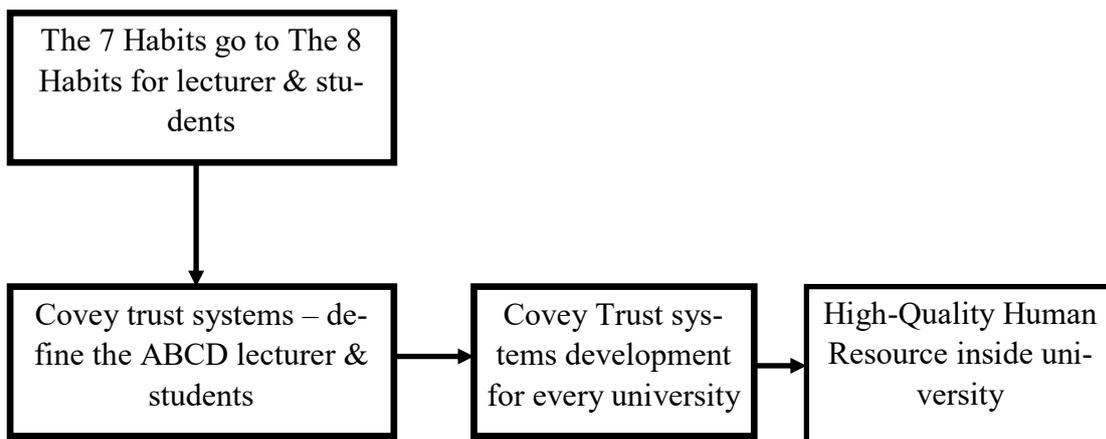


Figure 8 Analysis of Covey trust systems process

In Figure 8, we can see that the changes that must be made are to apply first the 7 habits in the university to the lecturers and students, which then proceed to determine the level of ABCD lecturers and students up to a certain level.

At this stage, covey trust systems are a system to develop the character of lecturers and students so as to produce high quality on a certain level, capable of facing globalization.

C. CONCLUSIONS

From the information above, there are several important things, among others:

In implementing or implementing The 8th Habits, we really need a lecturer who has the voice and meaning and purpose of life which is his call as an educator because it will be able to exert enormous influence on the students.

We must be able to understand correctly that in applying The 8th Habits some obstacles such as internal factors are worth noting because this is a central point to turn from things that spoil the future. If internal factors are difficult to repair, external factors are needed to support them.

Our understanding of lecturers and students should be an understanding of leadership and regeneration not just an obligation done or acting alone. Here lecturers as leaders and students as prospective leaders who need to get guidance well and correctly.

In guiding the students, we should all be able to have a principle of friendship rightly, one side in its application we must learn to be able to see the goodness of the good within a person and can provide an opportunity to grow in a positive direction.

Adopting The 8th Habits means that we must be prepared to sacrifice ourselves completely, this can not be taken literally, but this sacrifice must be on the right path so as to understand more deeply about wisdom.

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