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Tel: +60321175006

Email: info@gatrenterprise.com

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New Productivity Concept Based On Local Wisdom: Lesson Learned From “Restorant Padang Sederhana” Management in Indonesia

Hanif Ismail¹, Abdulah Rakhman², Muhammad Nurkholis³

^{1,2,3} Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia

ABSTRACT

This research aims to establish a new concept of productivity based on local wisdom and Minangkabau culture found in Restoran Padang Sederhana in Jakarta. This research utilizes ethnography as a method in digging the culture surrounding the restaurant’s management. This research shows that there is a shift in conventional productivity concept, which focuses on profit as much as possible, and the output – input measurement to a broader concept. The new broader productivity concept does not only achieve maximal output by utilizing minimal resources, but also that productivity is culture. The process of establishing corporate productivity is a reflection of Minangkabau’s many communal value, inter alia: togetherness (kebersamaan), mutual assistance (gotong-royong), mutualism, and hard work based on Islamic spiritual values. With such values, Restoran Padang Sederhana has rapidly grown and survived fierce competition in the culinary scheme, starting a humble start from a pedestrian food stall to a multi-billion business with hundreds of branches throughout Indonesia and thousands of employees.

Type of Paper: Empirical

Keywords: Productivity, Culture, Etnography, Togetherness, Mutualism, Competition, Hard Work, Islamic Cultural Values.