

The Application of State Ideology in Corporate Strategic Management

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Abstract

This research tries to find out how big is the relationship between the vision, mission, strategy, tactics, and business of the company in Indonesia with the values contained in State Ideology and how much that connection has advantages over conventional strategies that have been carried out by the company. This research is motivated by the still low implementation of the State Ideology-based strategy in Indonesia which is the object of research, especially at the point of implementing the vision of the company in incorporating elements of God values. This study produces findings that the value of social justice as a State Ideology-based corporate strategy has a positive and significant effect on the value of divinity as a corporate strategy with a beta coefficient of 0.6 06 and a coefficient of determination of 0. 353. This means that any increase in the value of equity by 1 unit will scale increase divinity value to 0.6 06 unit scale. The results of this social justice coefficient explain 35 percent of the value of God in the company, while the remaining 65 percent is explained by other variables outside the regression equation system. The value of social justice that has a positive and significant effect on the value of the one and only divine vision discussed in this study are the company makes an effort to develop the value of social justice for all parties involved that have a positive and significant influence on the vision to become a company of God; vision of being a company that upholds diversity; vision of being a company that upholds justice; vision of being a company of personality; vision of being a company of faith; vision of being a charity company; vision of being a company that upholds knowledge; vision of being a company that upholds the truth; the vision of being a company that upholds honesty; the vision of being a company upholds affection.

Key Words: Application, State Ideology, Corporate, Strategic Management

1. Introduction

Responding to various problems and challenges ahead that will be faced by companies in Indonesia, it is necessary to develop the embodiment of the quality and identity of the Indonesian people related to management strategies to produce human resources from the economic achievements of the company in creating a business climate and quality contributions in their respective fields. - each field for the

Proceedings of **The 2nd International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20th, 2020. Theme: Corporate Social and Financial Responsibility

nation and state. As a policy that has broad implications in society, the State Ideology-based strategy must be developed carefully, accompanied by clear stages and encouraging the participation of all interested parties in making decisions so that the results achieved are mutually agreed.

The implementation of the State Ideology strategy in companies in Indonesia is expected to: (a) increase the productivity of the company's human resources, (b) improve the implementation of the State Ideology strategy within the company, (c) increase recognition of the results of the development of the State Ideology ideology in the business and industrial world, and (d) increasing stakeholders' trust in the quality and relevance of the State Ideology-based strategy in the national economic system.

1.1 Background of the Research

Determination of the company's vision is usually a statement of ideals to become the biggest and best in the next ten years. The basic value of God Almighty in setting a vision is reflected in the biggest and best words as the religious nature of God most Indonesians. This divine aspect is very strategic as a learning vision in establishing corporate strategy in Indonesia. Determining the company's mission in Indonesia generally includes four functions, namely production, finance, human resources, and marketing. The Fair and Civilized Humanity Aspects of State Ideology are related to the implementation of mission in strategy in the corporate world, especially in companies by implementing policies through fair, loyal, and humble rules with confidence, love, and hope for optimal results.

Implementation of strategies within a company generally includes a choice between overall cost accounting skills, differentiation strategies, and focus strategies in specific areas. This corporate strategy has links with aspects of the Indonesian Unity in pricing, distribution, production, carrying out collaboration, charity, prayer to increase gratitude, sincerity and blessings on the values of Indonesian nationality. Determination of tactics in companies in Indonesia is a derivative of the determination of the previous strategy. Generally the choice of tactics focuses on pricing, production, distribution and promotion. However, in a State Ideology-based strategy, the company's tactics need to be related to the people's basic values that are led in the deliberations to get agreement on the terms and conditions that apply.

Aspects of conventional business in a company are usually associated with efforts to seek maximum profitability, productivity and efficiency. In a State Ideology-based strategy, the company's business needs to be linked to the value of social justice for the entire Indonesian nation. This is in the context of improving company quality, economic growth, compliance with laws that are in line with the principles of family, community and nationality. Furthermore, the implementation of a strategy based on State Ideology in Indonesia normative must have relevance to the five principles of State Ideology, the values of divinity, humanity, nationalism, democracy, and the value of social justice for all Indonesia people through tolerance to the principles of openness, togetherness and continuity that is a harmonious , harmonious and balanced business.

1.2 Theoretical Framework

Strategy is the highest activity which is usually prepared by the board of directors and carried out by the CEO and executive team organization. Strategic management provides overall direction for the company and is closely related to the field of organizational behavior. Strategy talks about the big picture. The essence of the strategy is to identify the organization's objectives, its resources, and how these available resources can be used most effectively to meet strategic objectives. The State Ideology-based strategy in the company must provide a basis or basic guidelines for decision making in the organization of the company. This is a systematic and sustainable process, bearing in mind that the application of the ideology of a large nation like Indonesia should be sustainable in the long run. A company's strategic plan is a living document that is always visited and re-visited. It might even be necessary to think of it as a liquid because of its ongoing nature to be modified. When new information is available, it must be used to make adjustments and revisions.

1.3 Conceptual framework

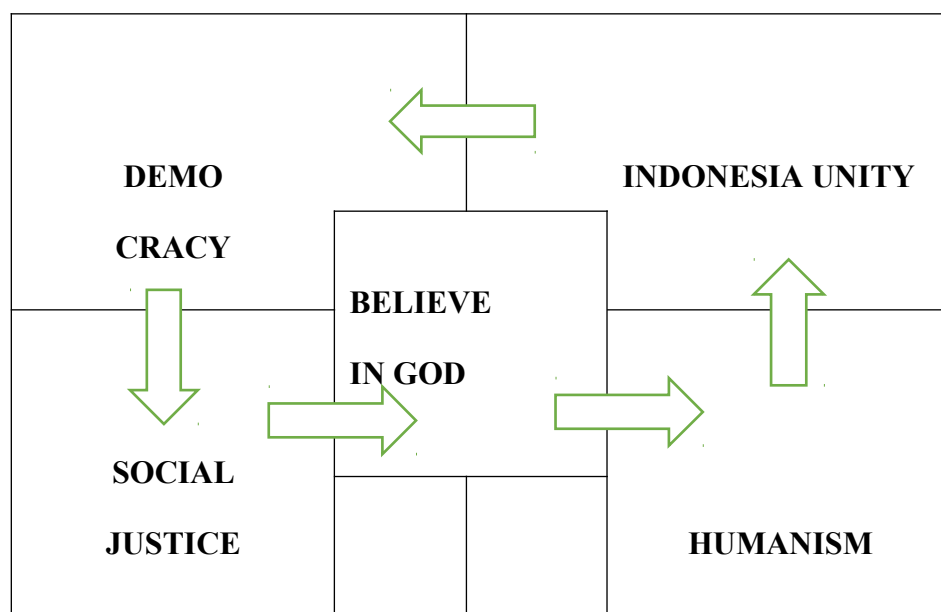
The conceptual framework in this study is the relationship or link between one concept and another problem concept to be studied. This conceptual framework is useful for connecting or explaining at length about a topic that will be discussed. The topic to be discussed is how to apply the values of State Ideology in the company's business in accordance with the prevailing rules of strategic management.

By incorporating the values of State Ideology, it is expected that the company's performance will be better. Therefore this study wants to compare the vision, mission,

Proceedings of **The 2nd International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20th, 2020. Theme: Corporate Social and Financial Responsibility strategy, tactics and efforts of conventional companies with the application of State Ideology-based strategies. This framework is derived from the concepts used as the basis of the research obtained in the literature review or is a summary of the literature review connected by lines in accordance with the variables studied as shown in the table below.

This conceptual framework provides guidance to researchers in formulating research problems. The researcher will use a conceptual framework to determine which questions must be answered by research respondents and what empirical procedures are used as a tool to find answers to these questions. The list of questions for this research has been prepared and can be seen in the appendix to this proposal.

Model 1. State Ideology Based Strategy



1.4 Hypothesis

1. There is a positive and significant influence between the divine vision of humanitarian missions in companies in Indonesia.
2. There is a positive and significant influence between the humanitarian mission on Indonesia's unity strategy in companies in Indonesia.
3. There is a positive and significant influence between the strategy of unity or nationalism on popular tactics or democracy in companies in Indonesia.
4. There is a positive and significant influence between democratic tactics on social justice efforts in companies in Indonesia.

5. There is a positive and significant influence between the efforts of social justice to the vision of God in companies in Indonesia.

1.5 Benefits of Research

This research is very important in order to provide information to the general public and especially to corporate world stakeholders about the relationship between the implementation of strategic management which consists of the vision, mission, strategy, tactics, and business of the company with five basic values contained in State Ideology as the basis the state of Indonesia, namely the values of divinity, humanity, unity, society, and social justice.

This research is expected to provide a solution for owners, leaders and managers of companies to implement more and more transparent values of State Ideology in corporate strategy. This is due to the fact that the State Ideology practice strategy has been embedded in the lives of Indonesian people, but its formal rules are still constrained by the strong implementation of conventional strategies within the company.

1.6 Scope and Limitation

The scope of the research is to discuss strategic implementation based on State Ideology constrained by a factor of strategic vision, mission, strategies, tactics, and efforts in relation to the values of believe in God, humanity, unity of Indonesia or nationalism, democracy or democracy, and social justice. This study is also limited by the application of the divine masterpiece in the company's vision, mission humanity action fair and sincere faith through the faith of love and hope; strategies that unite Indonesia in repentance, charity, prayer increase gratitude, sincerity and populist-based tactics led by wisdom of wisdom in deliberations and representation.

This research is also limited by efforts in social justice for all Indonesian people through an attitude of openness, togetherness, harmony. Furthermore, this study is limited by the location of research in several companies in Indonesia at the time the study was conducted, namely on June 1, 2020 to July 31, 2020.

1.7 Definitions of Terms

State Ideology is a basic ideology in the life of the Indonesian state. This name consists of two Sanskrit words five principle. State Ideology is the formulation and guidelines of national and state life for all Indonesian people. The five main joints of the State Ideology constituents are God Almighty, just and civilized humanity, the unity of Indonesia, the people who are led by wisdom in consultation/representation, and social justice for all Indonesian people , and are listed in 4 paragraphs Opening of the Constitution 1945.

2. METHODOLOGY

2.1 Research design

This research uses survey research design. This research is included in quantitative research to examine the behavior of individuals or groups in the application of State Ideology value-based strategies. As the object of research, respondents were selected from six clusters representing business sectors, namely manufacturing, trade, informatics, construction, education, health clusters. Determination of the six different clusters is intended to find out the difference in the response of respondents in one area of the company with the response of different fields of other companies. Respondents' research was carried out in companies around Metropolitan Jakarta, representing companies in Indonesia. The selection of the company was set considering that at the time of the study there were not many choices, because the country was in a pandemic corona disaster, making it difficult to find respondents elsewhere. In general, survey research uses questionnaires as a data collection tool. Survey research conducted is research that takes a sample from one population and uses a questionnaire as a primary data collection tool.

2.2 Sampling technique

The sampling technique is a way to determine the number of samples according to the sample size to be used as the actual data source, taking into account population characteristics and distribution to obtain a representative sample. (Margono, 2004) Cluster Sampling used in this study is a group sampling technique. This type of sampling is done based on the group of respondents and specific areas. The respondent group consisted of manufacturing, trade, informatics, construction, education, health company employees in Jakarta and Jababeka Industrial areas.

The researcher uses the Slovin formula where the number of respondents is the number of populations divided by one plus the population multiplied by the square of the standard error. Given that the total population is 4000 employees, then the sample size can be calculated: $4000 / 1 + 4000 \times 0.05 \times 0.05 = 364$ respondents and given that the comparison between clusters is known, it can be seen the number of each responden in each cluster is as follows.

2.3 Data Collection Procedure

Although this research is only brief, but researchers have had a long journey in the study of the application of the values of State Ideology in everyday life (Cahyono, 2005). So that variables can be elaborated through research indicators that have long been observed by researchers. The process of collecting data is determined by the variables in the hypothesis. Data collection was performed on a predetermined sample. Data is something that has no meaning for the recipient and still needs processing. Data can take a variety of forms, from images, sounds, letters, numbers, languages, symbols, and even circumstances. All of this can be referred to as data as long as it can be used in this study, so it can be used as material to see the environment, objects, events, or research concepts.

2.4 Reliability Test

The test is performed with SPSS software, with the following interpretation: for group decisions, variables are said to be reliable if they have an alpha reliability coefficient of 0.5 or more, whereas for individual decision making the allowable reliability is equal to 0.90 Concerning the business of getting the same or similar value for each person or every unit measured every time you measure it. This reliability involves using the same indicators, operational definitions, and data collection procedures at all times, and measuring them at different times. To be able to obtain stability reliability every time the unit is measured the score must be the same or almost the same.

2.5 Statistics Tool

In the course of this research, analysis of the correlation is used to test construct validity. One way to test the construct validity can be done using factor analysis. Factor analysis will display the results of the extraction of question items into several components desired by the researcher. The principle used is the same, grouping data based on interrelations between items. An item is stated as a factor if

the correlation value is greater than (\geq) 0.5. Validity Factor Test. In this analysis, testing is done to see how much the correlation between one factor with other factors that form variables. If a strong correlation is found between the forming factors, then these factors are expressed as forming variables. The magnitude of the correlation matrix commonly used is 0.5

Measuring the effect of variables involving more than one independent variable, multiple linear regression analysis is used, called linear because each estimate of the value is expected to have an increase or decrease following a straight line. The use of constant values is statistically done if the units of variable X (independent) and variable Y (dependent) are not the same. Meanwhile, if the variable X (independent) and Y variable (dependent), both simple and multiple linear, have the same unit, the constant value is ignored with the assumption that the change in the Y (dependent) variable will be proportional to the value of the change in the variable X (independent).

3. Research Results

This study involved the company as the object of research and divided company respondents into six research clusters, namely respondents from Manufacturing companies 79 people (20.2 percent), Trading companies 97 people (24.8 percent), Informatics companies 82 people (21.0 percent), Construction companies 9 people (2.3 percent), Education companies 109 people (27.9 percent), Health companies 15 people (3.8 percent) of a total of 391 respondents (100 percent).

Companies engaged in the education sector had the largest number of respondents, followed by the trade and informatics sector. These three sectors are priority sectors that are developing rapidly in the research area. As for the other sectors, namely the manufacturing, construction, and health sectors have a smaller number of respondents, because these three sectors do not operate much in the study area.

Table 4.6					
Respondents According to the Company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacture	79	20.2	20.2	20.2
	Trading	97	24.8	24.8	45.0
	Informatics	82	21.0	21.0	66.0
	Construction	9	2.3	2.3	68.3
	Education	109	27.9	27.9	96.2
	Health	15	3.8	3.8	100.0
	Total	391	100.0	100.0	

3.1 Analysis of Research Validity

The correlation coefficient always exists between -1.00 to +1.00. But because in calculating the numbers are often rounded up, it is very possible to get a coefficient of more than 1.00. The negative coefficient shows the inverse relationship while the coefficient shows the alignment to make an interpretation of the magnitude of the correlation coefficient is as follows:

The variables and dimensions of this study are Convnetional Vision, State Ideology Vision, Mixed Vision, Conventional Mission, State Ideology Mission, Mixed Mission, Conveional Strategy, State Ideology Strategy, Mixed Strategy, Conventional Tactics, State Ideology Tactics, Mixed Tactics, Conventional Effort, State Ideology Effort, Mixed Effort. All of the variables and dimensions of the study are valid and significant. Al this is proven by the existence of strong and very strong correlation values as shown in the table below.

Table 4.7			
Research Validity Test			
Indicator	Spearman's Rho	Coefficient	Correlation
State Ideology Vision	Correlation Coefficient	.847**	Very strong
	Sig. (2-tailed)	.000	Significant
	N	391	
State Ideology Mission	Correlation Coefficient	.860**	Very strong
	Sig. (2-tailed)	.000	Significant
	N	391	
State Ideology Strategy	Correlation Coefficient	.856**	Very strong
	Sig. (2-tailed)	.000	Significant
	N	391	
State Ideology Tactics	Correlation Coefficient	.830**	Very strong
	Sig. (2-tailed)	.000	Significant
	N	391	
State Ideology Effort	Correlation Coefficient	.834**	Very strong
	Sig. (2-tailed)	.000	Significant
	N	391	

3.2 Reliability Analysis

The variables and dimensions of this study are Conventional Vision, State Ideology Vision, Mixed Vision, Conventional Mission, State Ideology Mission, Mixed Mission, Conventional Strategy, State Ideology Strategy, Mixed Strategy, Conventional Tactics, State Ideology Tactics, Mixed Tactics, Conventional Effort, State Ideology Effort, Mixed Effort. All of the variables and dimensions of the study are reliable and have perfect values. This is evidenced by the high Cornbach alpha value as shown in the table below.

Table 4.8	
Research Reliability Test	

Indicator	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Level Reliability
State Ideology Vision	46,339	28,757	.771	.973	Perfect
State Ideology Mission	46,4372	28,540	.862	.971	Perfect
State Ideology Strategy	46.3633	28,435	.836	.972	Perfect
State Ideology Tactics	46.4649	28,515	.838	.972	Perfect
State Ideology Effort	46.4727	28,573	.839	.972	Perfect

If $\alpha > 0.90$ then reliability is perfect. If α is between 0.70 - 0.90 then reliability is high. If α is 0.50 - 0.70, the reliability is moderate. If $\alpha < 0.50$ then reliability is low. If α is low, chances are one or more items are not reliable.

3.3 Hypothesis 1 Test Results: There is a Positive and Significant Effect of God's Trust Vision on Humanitarian Missions.

This research resulted in the finding that Godhead as a State Ideology-based company vision had a positive and significant effect on the company's humanitarian mission with a beta coefficient of 0.752 and a coefficient of determination of 0.608. This means that each increase in the value of God with 1 unit of scale will increase the increase in human value with 0.752 units of scale. The results of this divine coefficient explain 61 percent of the company's humanitarian value, while the remaining 39 percent is explained by other variables outside the regression equation system. This study examines 10 God Vision values that have a positive and significant influence on humanitarian mission indicators in companies, namely:

The company has a vision of being a godly company that has a positive and significant effect on, the mission of conducting a just business, the mission of conducting a civilized business, the mission of conducting a moral-based business, the mission of conducting a business based on cultural values, the mission of conducting a business based on noble values

Table 4.14 Hypothesis Test 6 Research				
Model	R	R Square	Adjusted R Square	Std.Error of the

				Estimate		
1		.780 ^a	608	607	.28164	
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,849	1	47,849	603,219	.000 ^b
	Residual	30,856	389	.079		
	Total	78,705	390			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	756	.107		7,087	.000
	BelieveGod	752	.31	.780	24,561	.000
a. Dependent Variable: Humanism						

3.4 Hypothesis 2 Test Results: There is a Positive and Significant Effect of the Humanitarian Mission on Indonesia's Unity Strategy.

This research resulted in the finding that the value of humanity as a mission-based company State Ideology positive and significant impact on the value of Indonesian Unity strategy as enterprise strategy with a beta coefficient of 0.879 and the coefficient of determination by 0.6 97. This means that any increase in the value of the Deity with the first unit will scale increase the value of humanity by 0.879 scale units. The results of this humane coefficient explain 70 percent of the value of Indonesian Unity in the company, while the remaining 30 percent is explained by other variables outside the regression equation system. Humanitarian mission values that have a positive and significant effect on the indicators of the value of Indonesia's unity strategy or nationalism are as follows:

The company has a mission to conduct humane business that has a positive and significant impact on Indonesia's unity strategy without differentiating between tribes; Indonesia's unity strategy serves with heart; Indonesia's unity strategy by prioritizing nationalism; Indonesia's unity strategy with the spirit of the nation's struggle; Indonesia's unity strategy with the spirit of loving the motherland.

Table 4.15

Hypothesis Test 7 Research						
Model		R	R Square	Adjusted R Square	Std.Error of the Estimate	
1		.835 ^a	.697	.697	.26060	
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60,871	1	60,871	896,286	.000 ^b
	Residual	26,419	389	.068		
	Total	87,289	390			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	.478	.999		4,812	.000
	Humanism	.879	.029	.835	29,938	.000
a. Dependent Variable: IndoUnity						

3.5 Hypothesis 3 Test Results: There is a Positive and Significant Effect Between Indonesian Unity's Strategy on Corporate Democracy Tactics

This study produces findings that the value of unity or nationalism as a State Ideology-based corporate strategy has a positive and significant effect on the value of democracy or democracy as a corporate strategy with a beta coefficient of 0.694 and a coefficient of determination of 0.502. This means that each increase in the value of unity with 1 unit of scale will increase the increase in the value of democracy with 0.694 units of scale. The results of this unity coefficient explain 50 percent of the value of society or democracy in the company, while the remaining 50 percent is explained by other variables outside the regression equation system. The value of Indonesia's unity strategy or nationalism which has a positive and significant effect on the value of the democratic technique discussed in this study is

The company has a strategy of Indonesian unity without distinguishing tribes that have positive and significant influence on tactics that are democratically led; deliberate-led tactics; led tactics to seek mutual agreement; tactics led to build

Table 4.16
Hypothesis Test 8 Research

Model		R	R Square	Adjusted R Square	Std.Error of the Estimate	
1		.708 ^a	.502	.500	.32773	
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42,043	1	42,043	391,437	.000 ^b
	Residual	41,782	389	.107		
	Total	83,825	390			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	.947	.121		7,804	.000
	IndoUnity	.694	.035	708	19785	.000
a. Dependent Variable: Democracy						

3.6 Hypothesis 4 Test Results: There is a positive and significant influence between the value of Democracy Tactics on corporate social justice efforts.

This study produces findings that the value of democracy or democracy as a State Ideology-based corporate strategy has a positive and significant effect on the value of social justice as a corporate strategy with a beta coefficient of 0.779 and a coefficient of determination of 0.625. This means that any increase in the value of social justice by 1 unit of scale will increase the increase in the value of social justice by 0.779 units of scale. The results of this populist coefficient explain 63 percent of the value of democracy or justice in the company, while the remaining 37 percent is explained by other variables outside the regression equation system. The values of democracy or democracy that have a positive and significant effect on the value of the business of social justice discussed in this study are:

Companies implementing democratically led tactics have a positive and significant effect on the value of social justice for all parties involved; the value of fairness and upholds the principle of togetherness in business; the value of social justice in its responsibilities to the community; the value of social justice in collaboration with third parties; the value of social justice in coordinating with other parties.

Table 4.17						
Hypothesis Test 9 Research						
Model		R	R Square	Adjusted R Square	Std.Error of the Estimate	
1		.791 ^a	.625	.624	27989	
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50810	1	50810	648,613	.000 ^b
	Residual	30,473	389	.078		
	Total	81,283	390			

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.729	.103		7,099
	Democracy	.779	.31	.791	25,468
a. Dependent Variable: SocJustice					

3.7 Hypothesis 5 Test Results: There is a positive and significant effect between the value of social justice and the value of the vision of the Godhead.

This study produces findings that the value of social justice as a State Ideology-based corporate strategy has a positive and significant effect on the value of divinity as a corporate strategy with a beta coefficient of 0.6 06 and a coefficient of determination of 0. 353. This means that any increase in the value of equity by 1 unit will scale increase divinity value to 0.6 06 unit scale. The results of this social justice coefficient explain 35 percent of the value of God in the company, while the remaining 65 percent is explained by other variables outside the regression equation system. The value of social justice that has a positive and significant effect on the value of the one and only divine vision discussed in this study are:

The company makes an effort to develop the value of social justice for all parties involved that have a positive and significant influence on the vision to become a company of God; vision of being a company that upholds diversity; vision of being a company that upholds justice; vision of being a company of personality; vision of being a company of faith; vision of being a charity company; vision of being a company that upholds knowledge; vision of being a company that upholds the truth; the vision of being a company that upholds honesty; the vision of being a company upholds affection.

Table 4.18				
Hypothesis Test 10 Research				
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.594 ^a	.353	.351	.37527

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,830	1	29,830	211,816	.000 ^b
	Residual	54,783	389	.141		
	Total	84,613	390			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,444	.139		10,356	.000
	SocJustice	.606	.042	.594	14,554	.000

a. Dependent Variable: BelieveGod

4. Discussions

4.1 Conclusion

Based on the results of this study, the researchers conclude that further research be held to sharpen and broaden and deepen the State Ideology strategy as a field of scientific study to be developed in companies, industries, and public life in general through the following references: The company has a vision of having a significant influence on the mission of carrying out the function of developing human resources; mission of carrying out strategic planning; mission of carrying out internal supervision; mission of carrying out the quality assurance function; mission of organizing corporate social responsibility; mission of carrying out technology-based activities; mission of conducting a competitive business.

The company has a mission to positively and significantly influence the overall cost advantage strategy in increasing maximum market share (Porter, 1995), positive and significant effect on the cost differentiation strategy to attract certain market share from disadvantaged groups, product development strategies for old markets, new programs, penetration strategies for developing old markets, old programs, generic strategies to serve all the needs of the community

The company has a humanitarian mission that has a positive and significant impact on Indonesia's unity strategy regardless of ethnicity; Indonesia's unity strategy serves with heart; Indonesia's unity strategy by prioritizing nationalism; Indonesia's unity strategy with the spirit of the nation's struggle; Indonesia's unity strategy with the spirit of loving the motherland. The company has an Indonesian unity strategy that has a positive and significant impact on democratically led tactics; deliberate-led tactics; led tactics to seek mutual agreement; tactics led to build college zeal; tactics led in a spirit of mutual cooperation; tactics led by the collaboration of various stakeholders.

Companies implementing democratic tactics have a positive and significant effect on the value of social justice for all parties involved; the value of fairness and upholds the principle of togetherness in business; the value of social justice in its responsibilities to the community; the value of social justice in collaboration with third parties; the value of social justice in coordinating with other parties. the value of service equality without differentiating between groups; the value of social justice in the business and professional fields; the value of social justice in the field of profit sharing; the value of social justice in its responsibilities to the community.

The company carries out a social justice business that has a positive and significant impact on the vision of being a Godly company; vision of being a company that upholds diversity; vision of being a company that upholds justice; vision of being a company of personality; vision of being a company of faith; vision of being a charity company; vision of being a company that upholds knowledge; vision of being a company that upholds the truth; the vision of being a company that upholds honesty; the vision of being a company upholds affection.

4.2 Managerial Implications

Educational institutions such as universities are needed in collaboration with other institutions that have a track record in the birth of a State Ideology-based strategy to follow up on the State Ideology Strategy to be a solution to the economic problems of the nation and state of Indonesia. If necessary, the State Ideology-based Strategy Act is implemented as mandated by Article 33 of the Constitution of the Republic of Indonesia.

The university was founded by community leaders and other champions of higher education. Their pioneering work was continued by an energetic and competent young

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generation in their fields, all of whom were competent to carry out their profession in guarding the realization of the State Ideology -based Strategy to be practiced in this country. If it can be agreed that the State Ideology-based Strategic S is relevant to fight for in order to overcome all the economic problems of the nation and the state of Indonesia, then this study recommends the determination to unite as a pioneer of the nation to fight for the State Ideology -based Strategy to become a real practice with stakeholders and authorities. Revive the fighting spirit that has been inherited from previous fighters as a mandate for the suffering of the long-suffering people and revive their economy by siding with social justice for the whole of the Indonesian people.

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