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PROGRAM & ABSTRACTS



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When a Javanese “Ojo Dumeh” value was applied in a business: A case study of a Jamu company

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“Ojo dumeh” is a value in Javanese culture, means “do not arrogant”. This qualitative research, which is a part of a larger scale study, aimed to understand the application of “ojo dumeh” value in a business company. Data was gathered by interviews and observations, and analyzed by axial and interpretive coding. Result shows that the application of “ojo dumeh” value led to the unique practices in business, specifically in maintaining harmonious relationships among people involved in the business. The nature of the business, which is a traditional jamu, enables the company expands for more than 90 years with this value. This research provides rich explanations of human behavior according to Javanese culture and met the Markus and Kitayama’s (2003) suggestions to refine the explanations of divergent cultures in non-Western settings.