

# Company Visit Analysis in FP Corporation

## Diversity Management



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FP Corporation established July 24, 1962. Manufacturing and marketing of disposable food containers made of polystyrene and other compound resins. Marketing of related packaging materials. FP Corporation has 795 employees (FPCO Group: 4,332 employees)

FP Corporation Philosophy is creating superior products at competitive prices and delivering them to our clients when they need them

FP Corporation was included in the Diversity Management Selection 100 is a program organized by the Ministry of Economy. FP Corporation was recognized for its productivity and other achievements, a Highly Regarded because it has employees with disabilities who play active roles in the container manufacturing and recycling operations and contribute to the value of the entire company.

Employees with disabilities are actively involved in principal operations, such as recycling and manufacturing. There is no magic wand that enables them to play an active role where they work. What has enabled them to realize that they are needed where they work are our guidance and support and the efforts made by all their fellow coworkers

Employees feel the job satisfaction when they have made a contribution to the workplace. This is a common feeling shared by all professionals, regardless of their age, gender, and disability. FP Corporation that has employees with disabilities were also honored as entrepreneurs of modal businesses in disabled employment. The workers themselves have been selected as excellent working personnel with disabilities several times in recognition of the effort they put forward every day where they work.

Companies that embrace this authentic diversity will find that having only the requisite number of "minorities" in the workplace isn't enough. Companies that have diversity among the management staff will more easily fulfill the needs of a broad customer base. When fellow employees and customers are diverse, the opportunities are not just to learn but to appreciate what values other cultures hold sacred are limitless. Adopting these values as part of the business' core message and product fosters understanding between the cultures. When a business operates with diversity in mind, the opportunity for shared value -- both in profit and society -- is greatly expanded.

Drawing on some pretty well-established social psychological research on values (Rokeach, 1973), we can say that organizations largely focused on the first reason view diversity as a *terminal value*, because it is the desirable end-state. These organizations will often appeal to their moral or social responsibility for maintaining a diverse workforce where all employees are given equal opportunities.

On the other hand, we can say that organizations largely focused on the second reason view diversity as an *instrumental value*, because diversity is "instrumental" in achieving organizational objectives. This is where a lot of the business-related rationales come in.

Of course, organisations could value diversity for both reasons, and we would say that such organisations hold a *dual-value* for diversity.

There is more we could say about the consequences or effects of having these different types of values, because you can probably imagine that these different values drive different practices, policies, and behaviours in an organisation. But for now, let's just note that this is a pretty substantial cultural aspect for any organisation that claims to value diversity, and that we see a bit of variation on this across organisations.

We might justify this by saying that we are treating everyone equally—which we are—but we're doing this by treating everyone the same. In cross-cultural psychology, this is called *assimilation* (Berry, 1984; Berry, Kim, Minde, & Mok, 1987). We may accept everyone, regardless of their differences, and we may want to achieve and maintain high levels of diversity, but we expect everyone to conform to the dominant culture.

On the other hand, we could bring in various types of people and allow—even encourage—they to express themselves and their differences. We would even allow the organisation—including its core values—to shift and change according to the backgrounds of the various groups and individuals in the workforce. There may not really be a “dominant culture”, except to say that it is a culture that values diversity, expression of differences, flexibility, and adaptation. Everyone is treated equally, but they are not necessarily treated the same. They are still united in the organisation's core purpose and likely feel like they are a part of that larger group, but they also can retain and express the identities and group memberships that they hold dear. In cross-cultural psychology, this is called *integration* (Berry, 1984; Berry et al., 1987). We integrate various types of people into our organisation, allowing them to maintain and express who they are at work.

There is no unity at the workplace when simply a variety of people are gathered together. The benefit of diversity, it is essential that we ensure the workplace is open-minded, enabling it to accept and include a wide variety of personalities

Create the new corporate value by enabling many employees with disabilities to display their abilities, FP Corporation works harder to create a lively workplace and increase the job satisfaction also their creativity behavior.

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