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## Personality Development to Support Secretary Professionalism

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### **Abstract:**

*Nowadays, the secretary has a strategic role, it is shown that the work the secretary does is not only clerical tasks, and being a receptionist but also required to participate in developing the company's image, supporting company security and confidentiality, as well as facilitating leadership through time management. To meet these demands, self-development to support the professionalism of the secretary must be carried out in various ways, i.e., mastering office duties in a professional manner, having broad knowledge, mastering adequate skills, having reliable personality and being able to know oneself honestly. Establish internal and external relationships to overcome very tight competition in the global era. In addition, the secretary also needs to have the principle of tolerance and is equipped with five strengths: strength of knowledge, strength of attitude, strength of action, strength of relations and strength of trust and understanding.*

**Keywords:** Professionalism, personality, secretary

### **1. Introduction**

In today's era of globalization, there are no clear boundaries between one country and another, thus affecting business developments that are sweeping the world. Of course, every business in the business world and the industrial world continues to race without waiting for the mental readiness of an organization or company that affects existing human resources, capital and technology. For companies that want to compete to get an adequate market, mental readiness of leaders and employees as well as staff, especially secretaries, is needed. In general, the secretarial profession is occupied by women, which started in administrative work, correspondence, filing and work as a receptionist. Many people think that people in remote areas with relatively low levels of education view the secretarial profession as very low, namely as a display or decoration of office space to attract guests or company relations. One of the efforts that can change the public's image of the degrading secretarial profession, then a secretary must show his professionalism by developing his personality and skills, so that the company can assess the performance of a secretary with high loyalty and character so that it can grow its company image.

With the increase in the role of the secretary in its performance, the unfavorable assumption about the position of secretary changed and finally the company was able to place a secretary in accordance with his increasingly strategic function in the company's movements. This opens a very broad perspective for secretaries to develop and occupy higher and professional positions for women. The description above can provide an assessment that the position of secretary has changed according to his role as a professional who requires broad knowledge according to his field, skills and good personality in order to create a positive self-image and corporate image that must be maintained.

### **2. Discussion**

#### *2.1. Understanding the Secretary*

According to the meaning of the word secretary comes from the Latin secretum which has a secret meaning. In French 'secretaries', and in English 'Secretary' secretary, then the secretary can be interpreted as a person who can keep secrets or things of an important nature. In carrying out his duties in the office / company secretary must be able to keep the secrets of the office and the secrets of the chairman. While according to Sulistiyani RA (2005: 12) The Secretary is an assistant as a leader whose duties are not only related to confidential work but covering the field of secretarial or office work which includes the entire activity of collecting, doubling, sending, storing, maintaining and destroying information / information / warrants office, as well as managerial jobs, including: planning, organizing, actuating and controlling. According to Mardjan (1993) distinguishes the secretary as follows:

- Executive Secretary: a secretary who functions as a manager, which has subordinates or employees. For example: Foundation secretary, regional secretary, etc.

- Personal Secretary: Secretary to the leadership. For example, Secretary to the Director, Secretary to the Chancellor and so on

## 2.2. *The Duties of the Secretary*

- Routine Tasks: Tasks that do not require special commands. For example: mail management tasks, receiving guests, archiving, making the leader's work schedule or receiving calls.
- Special Tasks: Tasks that require command or need leadership consideration. For example, make an agreement, send a letter using facsimile.
- Creative tasks: tasks performed on the initiative of the secretary himself.
- The task of establishing a cooperative relationship both with outside the company and within the company itself.

Meanwhile Nur Asih, Rahayu (2014) based on his practice the duties of the secretary include:

- Routine Tasks: tasks that are usually done without waiting for superior orders such as: handling the phone, handling guests, archiving, making reports etc.
- Instruction Tasks: tasks performed awaiting superior instructions/orders and require full concentration. For example: preparing the concept of exit letters, making meeting minutes, scheduling outgoing tasks carried out by the leadership etc.
- Creative tasks that demand the creativity of the secretary support the productivity and efficiency of the secretary's work. For example: collecting clippings, preparing office equipment, looking for job reform, tender
- Coordinated tasks: in carrying out this task a secretary needs to coordinate with other parties both internally and externally with effective means of communication.

Based on the two opinions above that the secretary's job is to help the leadership in the field of administration, provide information, cooperate, and as a liaison between the leadership and subordinates and liaisons between subordinates and superiors who are coordinated therefore a secretary must be professional in carrying out duties and create relationships that are harmonious, harmonious and conducive.

## 2.3. *Professionalism*

According to Law No.14/2005 article 1 paragraph 2: professional is a job or activity carried out by a person and becomes a source of income that requires expertise, skills, or proficiency that meets certain quality standards or norms and requires professional education. By that definition, professionals show pride in work, commitment to quality, dedication to the interests of others and a genuine desire to help. The profession prioritizes service or devotion sincerely to others or the community. Therefore, every professional holder must carry out their duties responsibly and virtuously.

## 2.4. *Characteristics of a Professional*

Triwidodo, T (2004: 178-180) stated that professional secretaries are superior human resources and a hope for leaders in achieving the company's goals. The characteristics of a professional secretary are as follows:

### 2.4.1. Able to Get Along Well

Humans as social creatures in modern times need a wide network to achieve one's success, especially a secretary in his daily life who is always in touch with others in the office / company. The contact of the secretary in the company includes internal relations, namely relationships with subordinates, with colleagues also with the leadership, as well as external relations that are often done by the secretary, namely: relationships with the office / company environment, with relations and communities outside the company. To realize harmony in fostering a network of work in the company both internally and externally a secretary needs to pay attention to proper social etiquette, thus bringing personal and corporate success.

### 2.4.2. Personality

A professional secretary is expected to be able to perform, speak and be pleasant and good to the leadership, subordinates and even to everyone they meet. A professional can be seen from his ability to deal with all situations, the ability to carry himself and mature attitude so that it is not easy to get carried away by the flow that is less supportive.

### 2.4.3. Dazzling Appearance

The secretary as the gateway of the company must show his dazzling appearance to others so as not to bring down the authority of his leadership. This does not mean a made-up appearance (unnatural) but to attract the sympathy of those around him. This appearance can be seen from the clean, neat, healthy physical appearance and harmony in dress.

### 2.4.4. Healthy

Healthy in the sense that a secretary is able to carry out his activities normally, remain skilled, agile and able to help his leadership in achieving the company's goals that have been determined in a prime manner.

### 2.4.5. Have Self-Discipline

Regularity is the main key in organizations, aimed at increasing efficiency as much as possible by preventing time and energy. Self-discipline is indispensable both individually and by organizations that can show a condition or respect that exists in each employee towards rules and accuracy. In general, the rules consist of two things that apply, namely the

first code of ethics of the business world whose form is not written but generally applicable. For example: keeping the company secret, maintaining norms of manners and morals, maintaining personal rights etc. regulations that must be adhered to by all employees who are determined by paying attention to several aspects such as: psychological, sociological aspects. Second, aspects of the company's objectives, legal aspects as well as aspects of employee coaching/ development. As an executive secretary who is usually close to the chairman should stick to the company's rules.

The discipline of a secretary can be demonstrated by his or her legal and orderly compliance based on self-awareness rather than being compelled. This discipline is necessary practice to cultivate character and self-control towards the growth of attitudes. A professional secretary of discipline will affect the subordinates he leads in addition to self-discipline of energy, mind and time to be efficient and create a conducive work atmosphere that arises based on his own awareness. In other words, a professional secretary is a secretary who is able to apply discipline to himself and discipline to his work. Some factors that can affect discipline in the company, according to Singodimedjo in Sutrisno, E. (2010: 87) namely (1) the small compensation means that employees will comply with all applicable regulations, if they get a balanced reward with their efforts. (2) The example of the leader, (3) there is no definite rule that can be used as a handle, (4) The courage of the leadership in taking action, (5) the absence of leadership supervision, (6) the absence of attention to employees, (7) created positive habits. With good leadership will create a working climate as well as job success and personal well-being of employees.

#### 2.4.6. Have Broad Insights and Ideas That Lead to Progress

In this case the professional secretary must be able to open his mind and be innovative to arouse confidence to support his appearance. Efforts that can be made to expand horizons include: reading, experience and listening to others. Without broad insight a secretary will seem confused because he cannot keep up with the material being discussed, so communication will be cut off.

#### 2.4.7 Strong Faith

Faith is the basis of acting and behaving ethically for a secretary. With strong faith the secretary will be honest and not easily tempted or abuse his office for personal gain. For example: corruption, bringing down others, or who bring down / harm the company.

#### 2.4.8. Accepting Constructive Criticism

A secretary who receives criticism from others should be accepted and considered and responded positively as constructive input. After careful scrutiny, it was shown that the secretary was trying to make improvements to the shortcomings he had done. In other words, a secretary who is willing to accept criticism means willing to develop himself to be more professional and as a mirror for self-introspection through other people's versions.

#### 2.4.9. Can Respect the Opinions of Others

A professional always maintains a conducive situation and conditions that mean in getting along and communicating, trying to pay attention to the other person with a friendly, attentive face. Talk always creates harmony and strives to listen to others so as not to create debate. Similarly, in exchanging ideas with fellow colleagues or leaders, a professional secretary will try to control emotions so that there is no debate but effective results with regard to etiquette in speaking.

#### *2.5. Become a Professional*

Professionalism refers to the unification of self-confidence, high ability and globally oriented is an indicator that cannot be separated. Professionalism refers more to attitude than just job description. In the sense that a professional will love his job and care and be full of loyalty in carrying out his duties without calculating his profit and loss against time, energy that has been entrusted to him. Thus, a professional must have a great opportunity to develop his career.

#### *2.6. Personality Development*

In personal development one, especially the secretary, must be able to carry themselves, and read the situation, able to set a good and appropriate attitude so as to attract the sympathy of many people in life in the office environment as well as with the outside community (relation) of the company. The first step to achieving successful personality development for the secretary is humble, meek, patient and able to control yourself. According to Gaol, Jimmy (2014) the personality of the secretary is a roundness pattern that includes the ability, appearance, attitude, and habits that are reflected in actualizing himself and need to be developed continuously so that the personality of professionalism of a secretary is realized. As for how to develop the professional personality of the secretary according to Gaol, J (2014) includes 2 things, namely:

- Knowing himself well. This means that the secretary must be able to know and honestly assess the strengths, abilities or advantages possessed. For example, by answering the question 'are you (the secretary) trustworthy by your leaders and co-workers? By knowing the advantages and disadvantages that are owned greatly help perfect the traits, personality owned. That is by correcting the shortcomings or weaknesses that exist, and increasing the advantages that are possessed to be more optimistic, positive to appreciate others. In addition, secretaries who are able to know themselves will affect the quality of interaction with others and can establish good relationships so as to lead to mutually beneficial cooperation.

- Be ready to accept criticism. In this case a secretary is open to accepting criticism, constructive input to enrich in developing oneself. A secretary should not underestimate criticism, suggestions put forward by others, and also should not respond hastily, even when criticized painfully but need to be aware for personal development.

### *2.7. Supporting Factors and Inhibition of Personality Development*

According to Tarmudji T. (1998) that the process in the development of the secretary's personality is a series of progressive changes that occur due to maturity and experience.

#### 2.7.1. Supporting Factors

Personality support factors are the true nature of a person in a better direction for the realization of a personality that can be accepted by his environment in all life situations. As a secretary who is pursuing a career, one of the factors that need to be considered is his personality, i.e., humble, not arrogant, meek, patient, able to control emotions etc. The key to its success depends on the personal will and awareness of a secretary and hope in the power of God.

While the opinion of Widodo, T (2004) some factors supporting personality are as follows:

- **Gaining Sympathy of People Around:** In everyday life a secretary always gets along and confronts people (employees / leaders) who have different characters. This will not cause problems in his life if a secretary is able to get along and get sympathy and be accepted by others in his presence. By gaining sympathy from his superiors and under him. Sympathy from his superiors proves that the secretary gets trust and appreciation for his performance, instead the sympathy of his subordinates shows his love and respect for the secretary who is able to appreciate others. Of course, such conditions will create a conducive work atmosphere and allow daily office tasks to be completed.
- **Able to Know Yourself:** the success of a secretary in carrying out his duties is also determined by his introduction. Self-recognition means understanding the advantages and disadvantages that a person has so that he can determine his image. Furthermore, the secretary who knows his image will be able to interact and cooperate well with others.
- **Sensitive to the Environment:** The personal formation of a person is also influenced by the environment in which one's life, both the individual environment and the social environment, therefore one's sensitivity and sense of responsibility in an environment is very important. For a secretary who has a personality must be able to serve society well, and care for colleagues so that his presence creates a conducive work atmosphere.
- **Dazzling Appearance:** a dazzling appearance does not mean an unnatural and contrived appearance in order to attract the sympathy of those around him (over acting), but rather an appearance supported by a confident person by realizing the advantages and disadvantages he has so that there is an effort / ability to improve it.
- **Discipline:** is self-control and self-direction that is able to encourage a person to carry out all activities or rules in accordance with applicable norms. In other words, discipline is a controlled and purposeful behavior that needs to be formed in a way: learning, continuous practice of existing norms and rules. The meaning of discipline for a secretary is an effort to develop controlled and purposeful behavior that can be accounted for.
- **Can Cope with Stress:** progress in this reform era is characterized by rapid social upheaval, moral crisis and humanitarian crisis ranging from self-crisis, depression, stress and many family rifts. Thus, the condition indicates that the problem is not to be avoided but must be faced as long as humans still want to live to exist. Likewise, a secretary gets into a lot of trouble both inside and outside the office where he works. For this reason, a secretary should not despair in facing various problems faced, such as overcoming recalcitrant subordinates, office duties that are persistent etc. In dealing with these problems a secretary must solve it thoroughly, vigorously and joyfully.
- **Thinking** is an activity of remembering, capturing and deciding, but in essence it is difficult to describe quickly, so the nerves in the human brain need to be trained in order to produce ideas or thoughts that must be spread in everyday life. A secretary who wants to advance his company should not be lazy / reluctant to think. By thinking the secretary can encourage the development of his personality, by coming up with new ideas and can consider the opinions of others even though it is contrary to his own opinions.
- **High Motivation:** Motivation is a process that encourages and directs a person's behavior. With motivation it is expected that one is able to move, strive and be excited to create a better and valuable life. A high-motivated secretary will definitely be able to motivate others and avoid things that can damage the motivation itself. For example: envy, arrogance, crazy respect, loneliness, quickly feel satisfied etc. Attitudes that need to be developed by a secretary to be more competent include: building confidence, humility and having high loyalty to his work.

#### 2.7.2. Factors Inhibiting Personality Development

The formation of a person's personality cannot be separated from the immediate environment of an individual, namely the family environment, especially parents, then the community environment. Likewise, the factors that hinder a person's personality in his life can control all the problems that befall him. According to Titik T (2004: 18) there are two inhibiting factors for the development of the human personality, namely internal and external factors that can influence one by one and can also combine.

The inhibiting factors are as follows:

- **Fixation:** habits of wrong behavior that are always repeated so as not to solve the problem at hand. And this fixation can occur as a result of frustration. Example: people who always blame others, the habit of cheating, etc.

- Frustration: a person's inner self, an imbalance in the soul, or a disappointment that is too heavy in life, causing people to withdraw from society or become apathetic.
- Lack of Association and Insight: an attitude that always considers itself great and knows best so that it considers other people unimportant and even feels that he does not need other people, and does not like to face challenges and is quickly satisfied with something he has achieved.
- Arrogant: a person who feels superior to others. This arrogance can occur because of real advantages, for example: wealth, beauty, prowess etc. But it can also happen because of a deficiency, for example: limited knowledge or inability to deal with something.
- Low self-esteem: is a state of self-defeating. Among others: physical inferiority due to obesity, shortness, disability, etc., while mental inferiority, for example: poor, low capture power and lack of talent. Low social: low self-esteem because of the unfair treatment of other people / society in the past, for example: former prostitutes, thieves

In order to meet the demands of modern society and today's bona fide companies, secretaries are not only diligent and honest but must fulfill 4 (four) personality elements, namely: (1) Good Appearance: does not mean only beautiful in appearance, but includes all flexibility and politeness in appearance. action. The appearance of the secretary must be acceptable in the office environment where he works which includes: how to dress, make up and the embodiment of a person's outward appearance which can be seen from his facial expressions (happy, sad, amazed, etc.), (2) Good Behavior: good behavior. Every attitude or gesture has a variety of values. Guidelines for a secretary towards good behavior is to try to teach yourself to be liked by anyone, anytime and anywhere in any atmosphere. (3) Good Character: requires someone to have good character in relationships, especially the character of a secretary in relation to the leadership/institution at work. (4) Good Capability: The secretary must try to improve his ability to support his work which includes: skills, intellect and human relations. With these criteria, a secretary is expected to be able to answer the demands of today's companies and be able to show his dynamic personality and skills in using sophisticated office technology. Therefore, the company's growth cannot be separated from the existence of a secretary, so that self-development, role and image development and identity development must always be improved. Continuity between self-development, role and image leads to efforts to meet the demands of today's companies. So, a secretary who is interested in achieving success must be able to think positively, adapt easily and be able to control himself and what is no less important is to be able to display his personality in a professional manner. This can be achieved through developing the dynamics of personal self-visualization with friendliness, exuding charm and flexibility, projecting great joy, enthusiasm for work and full of manners.

### 2.7.3. Etiquette in the Office

For the secretary, social etiquette is a polite attitude and action when dealing with the community, subordinates or superiors/leaders. A pleasant personality can create a conducive work atmosphere, meaning the creation of good cooperation and harmony in communication.

The ability to build relationships with others is the key to a successful secretary's career. Because the secretary needs to pay attention to ethics in the office in dealing with superiors, relations with co-workers, and with subordinates.

#### 2.7.3.1. Relationship with Boss

- No need to worship
- Respect every level of position in Persh
- Can Understand the Emotional Tension of Leaders
- Can Keep the Leader's Calm
- Keep Respecting Your Leader Even If You Are Younger or Former Old Friends
- Willing to Accept Criticism
- Can Take Leadership Sympathy with Work Performance
- Adapting to the Leader's Plan

#### 2.7.3.2. Relationships with Coworkers

- Don't click
- Still Appreciate Older Colleagues Despite Lower Education/Position
- Not Binding Punishments That Are Too Familiar
- Get in the habit of saying 'thank you', asking for help, sorry

#### 2.7.3.3. Relationship with Subordinates

- Not arbitrary with subordinates
- Keeping Yourself
- Maintain smooth communication

### **3. Conclusion**

Facing business competition in the global era requires the readiness of professional human resources, both leaders, employees, especially secretaries, so that they can overcome very tight competition. For this reason, mental readiness, capital and professionalism of human resources in establishing relationships and maintaining the company's image. For this reason, it is necessary to pay attention to the self-development of both superiors and secretaries so that it

is easy to establish relationships both internally and externally. Especially for secretaries who are trusted by the leadership, superiors must be able to maintain the confidentiality of the leadership and the company so that they can maintain a good image.

Besides that, in an effort to develop his personality, a secretary is required to be able to work together and build quality relationships in his work environment. Therefore, a secretary's professionalism is needed both in terms of mastery of knowledge (knowledge) skills (skills) to support sophisticated technology and no less important is a reliable personality. Thus, the secretary needs to know himself in order to know the strengths and weaknesses he has in order to have a positive self-image in his life. A professional secretary is someone who performs various secretarial duties with competence, trustworthiness and personality. To face these challenges a secretary can anticipate it by developing himself. Self-development means developing one's talents, increasing self-confidence, learning positive things from experience, respecting time and motivating oneself to excel. The way to train a secretary to develop himself is by being open to others, respecting time, being independent, always wanting to develop and respecting himself.

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