



Research Article

# The Relationship Between The Level Of Knowledge Of Kiasu Culture And The Way Of View Of High School / Vocational School Students In The City Of Surabaya To Achieve Golden Indonesia

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## ABSTRACT

*Kiasuism is defined as a competitive attitude to achieve a better life without depriving others of their rights. Kiasu culture is applied in the social life of Singaporeans, changing people who previously had fear and lack of focus in self-regulation that hindered creativity into people who have a good mentality and high competitiveness. The research was a quantitative study using a questionnaire with high school / vocational high school students as respondents. The determination of many samples uses the slovin formula while determining respondents using cluster sampling and simple random sampling. the results of this study found that there were still many students who did not know about kiasu culture but most of them have applied several indicators of kiasu culture. The results of this study can be developed to contribute ideas for various parties in the context of improvement of daily learning culture so as to improve learning outcomes learning outcomes in high school / vocational high school students in Surabaya City.*

**Keywords:** Application of kiasu culture, definition of kiasu, positive impact of kiasu culture, survey

## INTRODUCTION

Kiasuism is defined as a competitive attitude to achieve more in life without depriving others of their rights (Hwang. 2003; Ayyavoo and Brandon, 2015 in Nga, J. K. 2020). Kiasu culture that is applied in the social life of Singaporeans, makes people who used to have fear and lack of focus in self-regulation that inhibits creativity to become someone who has a good mentality and high competitiveness (Chi-Ying Cheng and Ying-Yi Hong. 2017).

Through this statement, it can be seen that Kiasu Culture has a positive impact on the development of the quality of human resources in terms of creating innovation and creativity. Data from the Global Creativity Index by Country, Indonesia experienced a significant decline in the



level of creativity where in 2015 Indonesia was ranked 67th (Media Indonesia, 2016), while in 2022, Indonesia was ranked 115th out of 139 countries (ChartsBin. 2022).

The results of an initial survey that we conducted last week on 110 high school / vocational high school students in Surabaya City related to Kiasu Culture, found the fact that 81.8% answered that they did not know about Kiasu Culture and 18.2% answered that they had heard of Kiasu Culture. Of the 110 respondents, 1 respondent stated that Kiasu Culture is selfish, 2 respondents stated that Kiasu Culture is a hypercompetitive culture, 4 respondents stated that Kiasu Culture is a social culture of Singaporeans, and as many as 15 respondents stated that Kiasu Culture is a social culture of Singaporeans who tend not to want to lose, lag behind, and always be superior to others. This means that they want to be the best of the best.

Kiasu can be seen as a manifestation of an achievement-oriented attitude. Kiasu culture is not a negative thing because with the nature of Kiasu we will always try to give our best. Therefore, the author wants to analyze the relationship between the level of knowledge of Kiasu culture and the perspective of high school/vocational school students in Surabaya City. Kiasu is sometimes conveyed with a negative connotation, representing a trait that avoids losing. Hence, it is crucial to promote and educate about Kiasu Culture so that the younger generation, especially high school/vocational high school students, do not misunderstand and can apply Kiasu Culture positively.

The author assumes that the influence of Kiasu Culture on the perspectives of high school/vocational high school students in Surabaya City can offer valuable solutions and bring about changes in students' views and creativity, encouraging them to engage in healthy competition.

## MATERIAL AND METHODS

### a. Research location

This quantitative research was conducted at educational institutions in Surabaya City, specifically at the high/ vocational school level. The selection of research locations was carried out using cluster sampling (Sari EN, 2020), resulting in the identification of 10 schools representing five different regions in Surabaya City. These regions include West Surabaya, North Surabaya, Central Surabaya, South Surabaya, and East Surabaya.

The sample size was determined through the application of the Slovin formula, as described below:

$$n = \frac{113.167}{1 + 113.167(0,1)^2} = 99,91 = 100$$

Respondents were taken from high/ vocational school in Surabaya. The data collection of high/ vocational school in Surabaya City is divided by region as follows:

**Table 1. Student Level of Knowledge**

Area	School		Totally
	SMA	SMK	
Central Surabaya	18	13	31
East Surabaya	40	30	70
West Surabaya	28	19	47
North Surabaya	16	12	28
South Surabaya	37	31	68
Totally SMA/SMK in Surabaya			244

high/ vocational school data is utilized as a guide in determining which schools will be selected for research. The formula for determining cluster random sampling is as follows:

$$f_i = \frac{N_i}{N}$$

Then the sample size per cluster was obtained with the following formula:

$$N_i = f_i \times n$$

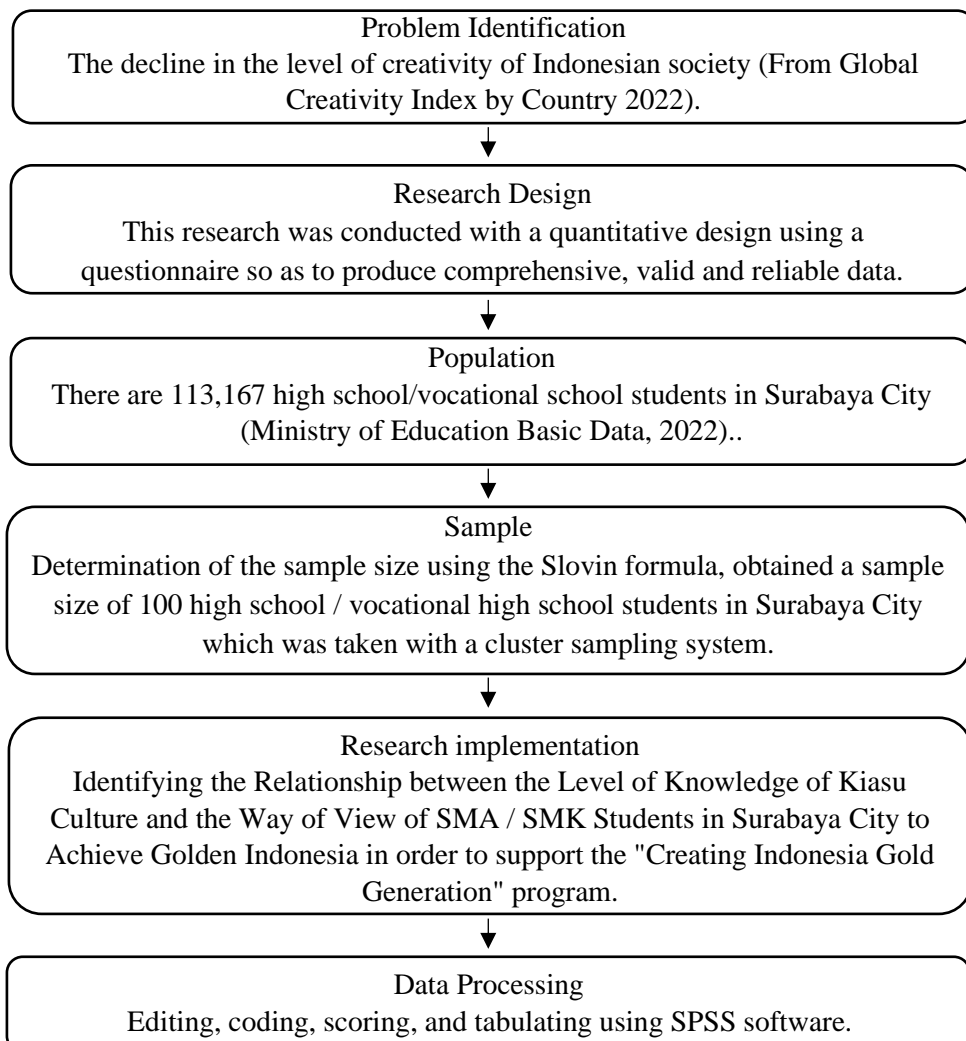
Based on the above formula, the sample size per cluster for high/ vocational school in several areas of Surabaya was as follows:

- a. Central Surabaya : 1 school
- b. East Surabaya : 3 schools
- c. West Surabaya : 2 schools
- d. North Surabaya : 1 school
- e. South Surabaya : 3 schools

high/ vocational school willing to serve as research data collection sites will be provided with specific conditions to determine the sample of students needed by researchers, including:

- 1. Willing to be a respondent in the research
- 2. Aged 15-18 years old
- 3. Are active high/ vocational school students

b. Research stages



**c. Data Collection Types and Techniques**

The types of data collected include primary and secondary data. Primary data are obtained directly by researchers (Afriansyah et al., 2021). In this case, researchers gathered primary data through online surveys. Secondary data were obtained from literature studies in scientific journals from various databases, such as ScienceDirect, PubMed, SpringerLink, Directory of Open Access Journals (DOAJ), and Google Scholar. Primary data, including respondent characteristics, knowledge level, and perspectives, were collected online through Google Forms with the following link: <https://forms.gle/iRGXrBbwwNspnkDm7>

**d. Variables and Measurement**

The quantitative approach focused on two variables: knowledge and perspective. Knowledge was measured through a questionnaire containing questions designed to assess respondents' understanding of Kiasu Culture. The questions in the questionnaire reflect how the respondents view themselves, fulfilling the indicators of the Kiasu cultural perspective.

**RESULTS AND DISCUSSION**

**IDENTIFYING RESPONDENT CHARACTERISTICS.**

**Respondent Characteristics**

**Table 2. Respondent Characteristics**

Responden Characteristics		Total
Gender	Male	41%
	Woman	59%
Age	15 Years old	8%
	16 Years old	39%
	17 Years old	37%
	18 Years old	16%
Surabaya Area	Surabaya Pusat	22%
	Surabaya Timur	24%
	Surabaya Barat	22%
	Surabaya Selatan	20%
	Surabaya Utara	10%

The 100 students who responded to this research were spread across five areas in Surabaya City. Of these, (59%) were female, while (41%) were male. The majority of respondents, around (84%), fall into the middle teenage age category, ranging from 15-17 years old. years, while around (16%) others fall into the late teenage age category. North Surabaya region dominates with the highest number of respondents, reaching (24%) of the total sample.

**IDENTIFYING STUDENT LEVEL OF KNOWLEDGE AND STUDENT PRESPECTIVE OF KIASU CULTURE.**

**Student Level of Knowledge**

**Table 3. Student Level of Knowledge**

Variable	Frekuensi	
	High	Low
Level of knowledge	21%	79%

The level of knowledge among respondents is relatively low. Almost all respondents (79%) indicated that they were not familiar with Kiasu Culture. However, a small percentage of respondents (21%) demonstrated knowledge of Kiasu culture.

### Students Prespective of Kiasu Culture

**Table 4. Student View Culture Kiasu**

variable	frekuensi	
	positive	negative
Creative Way of Seeing	80%	20%
Abstinence give up hard work	72%	28%
perspective innovative	87%	13%
perspective	52%	48%

To identify their perspectives, we utilized four indicators, including being creative and unyielding (Cheng & Hong, 2017). Additionally, two other indicators are hard work and innovation (Chua S, 2017).

### Knowledge level and perspective

In this research, the results of the chi-square test indicated that the level of knowledge of Kiasu Culture is not related to the perspectives of high/vocational school students in Surabaya City. This is because in social life, culture is inseparable from an individual's personal self, especially among students who exhibit thought and action patterns that are still in a state of imbalance.

**Table 5. Results chi-square of knowledge level and prespective**

	Values	df	Asymptotic Signifinanc e (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	0,236 <sup>a</sup>	1	0,627		
Continuity Correction <sup>b</sup>	0,050	1	0,822		
likelihood Ratio	0,240	1	0,624		
Fisher's Exact Test				0,795	0,418
Linear-by-Linear Association	0,233	1	0,629		
N of Valid Cases	100				

**Table 6. Relationship Between Knowledge Level and Perspective**

		Category Ways of View Kiasu Culture		Total
		<40 Low	>40 Positif	
Category Level	Tidak	27	52	79
Knowledge of Kiasu Culture	Ya	6	15	21
Total		33	67	100

This research aims to deepen the understanding of the relationship between knowledge of Kiasu Culture and the perspectives of high/vocational school students in Surabaya City to contribute to achieving a Golden Indonesia. On a practical note, our research results have the potential to guide educational institutions and government agencies in designing more adaptive and effective educational strategies. On the practical side, our results have the potential to provide guidance for educational institutions and government agencies in designing educational strategies that are more adaptive and effective.

## CONCLUSION AND SUGGESTION

The students' level of knowledge regarding Kiasu Culture is relatively low, while their perspective on several indicators of Kiasu Culture is relatively high. These results lead to the conclusion that the level of knowledge and perspective of students towards Kiasu Culture is not yet correlated. Students tend to have implemented Kiasu cultural indicators but do not have comprehensive knowledge of Kiasu Culture. This finding can contribute ideas to various stakeholders to enhance the daily learning culture, ultimately improving learning outcomes for high school/vocational school students in the city of Surabaya. Additionally, it provides a foundation for other researchers to conduct similar studies aimed at enhancing students' creative abilities in solving social problems.

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