Artikel Ilmiah
Matetora Politik sebagai Pendekatan Manajemen (Sebuah Alternatif Pendekatan Manajemen)
Hubungan Dokter-pasien di Unit Rawat Jalan dan Rawat Inap Rumah Sakit Pelabuhan Surabaya

Penelitian Ilmiah
Penerapan Customer Relationship Marketing sebagai Alternatif Strategi Pemasaran Jasa di Puskesmas dan Rumah Sakit
Tingkat Kesuksesan Peserta Gakin di Unit Rawat Jalan Departemen Ilmu Kesehatan Anak Rumah Sakit Umum Pusat Nasional Dr. Cipto Mangunkusumo
Analisis Faktor yang Berpengaruh terhadap Kinerja Dokter Gigi dalam Pelayanan Kesehatan Gigi dan Mulut di Puskesmas Kabupaten Jember
Upaya Membangun Komitmen Perawat di RS Al Irsyad Surabaya Berdasarkan Analisis Faktor yang Mempengaruhi Komitmen Perawat
Analisis Pasar sebagai Dasar Pengembangan Promotion Mix URJ Menopause RSU Dr. Soetomo Surabaya

Critical Appraisal
Analisis Pasar sebagai Dasar Pengembangan Promotion Mix URJ Menopause RSU Dr. Soetomo Surabaya
Sebuah Tinjauan Kritis

New Release
Coping with Customer Complaints
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hubungan Dokter-Pasien di Unit Rawat Jalan dan Rawat Inap Rumah Sakit Pelabuhan Surabaya</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Satisfactory Level of Poor Family Partaker at the Outpatient Unit of Dr.Cipto Mangunkusumo National Center Hospital Pediatric Department</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Efforts in Developing Surabaya Al Irsyad Hospital Nurses’ Commitment Based on Analysis of Influencing Factors on Nurses’ Commitment</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Metafora Politik Sebagai Pendekatan Manajemen (Sebuah Alternatif Pendekatan Manajemen)</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>The Implementation of CRM in Public Health Centers and Hospitals as an Alternative for Service Marketing Strategy</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Analysis on the Factors Affecting the Performance of the Dentists in Providing Oral Health Service in Jember Regency Public Health Centers</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Market Analysis as a Base for Developing Promotion Mix at Surabaya Dr.Soetomo General Hospital Menopause Clinic</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Coping With Customer Complaints</td>
<td>-</td>
</tr>
</tbody>
</table>
Metafora Politik Sebagai Pendekatan Manajemen (Sebuah Alternatif Pendekatan Manajemen)

Abstract

The aim of this article is to present political metaphor as a managerial approach in order to provide a better understanding on how to practice such a metaphor in a real management practice. The theories of management can be categorized into two schools of thought, i.e. instrumental account and social action account. The analysis of instrumental account started from "the organization", whereas the analysis of social action account started from "the actor"'s social action. Instrumental account of organization saw organization as being pre-existent and independent of people's perception and action. In this account, managerial works were seen as being neutral, predictable, rational, and free from manager's interests. On the contrary, social action account of organization saw organization as the product of people's action in negotiating meanings and interests. In this account, managerial works were seen as partisan, not neutral, sometimes irrational, and not free from manager's interests. One of the derivatives of social action account was political metaphor, besides cultural metaphor. Political metaphor saw organization as a political entity that every actor, including managers, was trying to negotiate, bargain and compromise their interests in every organizational event by exercising power. Every actor, including manager, played within the area of surface politics to compete their interests. Overt interests would always be propagated and advocated to other actors by managers in order to achieve managers' interests. In the light of political metaphor, an effective manager is the one who can propagate overt interests to other actors and can keep covert interests unknown by others.

Keyword : political, metaphor, organization, management, power,

Daftar Pustaka :