

# Pengaruh Self-Deprecating Humor Pimpinan terhadap Perilaku Kerja Inovatif Karyawan Berpendidikan Tinggi = Influence of Leader's Self-Deprecating Humor on Innovative Work Behavior of Highly Educated Employees

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## Abstrak

Seiring semakin meningkatnya kebutuhan inovasi di organisasi, semakin penting pula kebutuhan organisasi untuk merekrut karyawan berpendidikan tinggi. Terlebih, jumlah lulusan berpendidikan tinggi terus mengalami peningkatan. Beberapa penelitian menunjukkan bahwa humor pimpinan dapat mendorong perilaku kerja inovatif karyawan. Namun, salah satu jenis humor, yakni self-deprecating humor, menunjukkan hasil yang berbeda-beda. Oleh karena itu, penelitian ini akan meneliti pengaruh self-deprecating humor pimpinan terhadap perilaku kerja inovatif karyawan berpendidikan tinggi. Responden direkrut secara daring dengan teknik convenience sampling. Terdapat total 335 responden yang berpartisipasi, namun hanya 267 responden yang memenuhi kriteria untuk dianalisis. Responden memiliki karakteristik yakni berpendidikan tinggi, pernah atau sedang bekerja minimal selama 1 tahun, berusia 19-48 tahun, dan saat bekerja memiliki atasan. Penelitian ini menggunakan metode Experimental Vignette Methodology (EVM) dan didesain dengan 2 variasi, within subject. Setelah responden mendapatkan tiap stimulus berupa narasi yang berisi pernyataan pimpinan, responden mengisi survei perilaku kerja inovatif melalui google form. Data dianalisis dengan teknik analisis paired sample t-test. Penelitian ini menunjukkan bahwa self-deprecating humor pada pimpinan berpengaruh secara signifikan terhadap perilaku kerja inovatif karyawan berpendidikan tinggi. Perilaku kerja inovatif karyawan berpendidikan tinggi menunjukkan hasil yang lebih tinggi pada responden yang diberikan stimulus self-deprecating humor pimpinan dibandingkan yang tidak diberikan stimulus self-deprecating humor pimpinan. ....As organizations increasingly seek innovation, there is a growing necessity to hire highly educated employees. Moreover, the number of highly educated graduates is increasing. Several studies show that leader's humor can encourage employees' innovative work behavior. However, one type of humor, self-deprecating humor, shows different results. Therefore, this research will examine the influence of leaders' self-deprecating humor on the innovative work behavior of highly educated employees. Respondents were recruited using convenience sampling techniques. Total participated respondents was 335, but only 267 respondents met the criteria for analysis. Respondents had the characteristics of being highly educated, having worked or currently working for at least 1 year, aged 19-48 years, and at work had a leader. This study utilized the Experimental Vignette Methodology (EVM), with 2 variations, within-subject. Respondents received each narrative stimulus containing leadership's statement, then respondents filled out innovative-work-behavior survey via Google-form. Data were analyzed using paired-sample t-test. This research shows that leader's self-deprecating humor has a significant effect on the innovative work behavior of highly educated employees. The innovative work behavior of highly educated employees showed higher results for respondents who were given the leader's self-deprecating humor stimulus compared to those who weren't given the leader's self-deprecating humor stimulus.