ANALYSIS OF CONFLICT SEEN FROM CONFLICT RELATIONSHIPS IN FAMILY BUSINESS

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ABSTRACT

Family company has a considerable role in economic growth, but a lot of problems in the family company so as to make the family company was not able to survive until the third generation. Conflict is a problem that often occurs in the family company, and a lot of things that trigger conflict as a conflict between business and family, conflict between family relationships and conflicts between the family and employees. The purpose of this study is to describe the conflict that comes from family relationships are distinguished from sources such as generational conflict, succession, gender and communication. It also discussed how the solution in case of conflict. This study uses literature study approach, which means reviewing some previous research and analysis. Generational conflict arising from the relationship between the predecessor to the successor generation, where generations of predecessors like to always be in control and take decisions in the company and does not give space to the next generation. Succession is also an issue that made the company the family can not last long, for determining the successor companies have the ability as well as a challenge. It would also be a dilemma if gender issues arise as a result of having to choose between men and women in continuing the family business. Communication can be a critical point in the relationship between the family, because of a lack of communication can effectively triggering a conflict that resulted in the company broken homes.

Key words: conflict, family relationship, gender, succession, communication

INTRODUCTION

The role and contribution of the family company in Indonesia is very large to state revenues by 25 % according to a survey conducted by Price Waterhouse Cooper in 2014. It is very unfortunate that only 30% of family firms survive to the second generation, while only 10-15 % were able to pass the third generation (Beckhard and Dyer, 1983; Ward, 1987)