

**ANALYZING THE IMPACT OF SOCIAL CLASS ROLE TOWARDS WOMEN'S CAREER  
(STUDY CASE ON EMPLOYEE OF BANK OCBC NISP BRANCH MANADO AND BANK  
BNI REGIONAL OFFICE BRANCH MANADO)**

*ANALISIS PENGARUH PERAN KELAS SOSIAL TERHADAP WANITA KARIER  
(STUDI KASUS PADA KARYAWAN BANK OCBC NISP CABANG MANADO DAN BANK BNI  
KANTOR CABANG DAERAH MANADO)*

By

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**Abstract:** Social status and class system exist within every country of the world, in social life, we can see that there is a differentiation prevailing in social life. The purpose of this study is to analysis the Impact of Social Class Role towards Women's Career with a case study on employees at Bank OCBC NISP Branch Manado and Bank BNI regional Office Branch Manado. This research is using qualitative research method that explores the theories from several journal, articles, book and previous research. This research uses an exploratory approach with in-depth interviews to collect data from ten informants. Respondents were chosen by purposive sampling. The results indicate that their feel it is their pride to be career women who have achievements with the social class they have. Starting from be proud of career achievements, proud of achievements in social class position of the strata, and pride in the level of education, experience, work achievements. It can make them feel more Respected and more Appreciated in lives of their career. It also can bring a motivation in social life and career life that is to be a motivation to get a better career (position). Researcher recommend for all the women's career by having a social class, employees must be more responsible. Therefore, must pay more attention to attitudes and behavior and maintain the good name of the company.

**Keywords:** *social class, social status, women, career, role of social class, women's career*

**Abstrak:** Status sosial dan sistem kelas ada di setiap negara di dunia, dalam kehidupan sosial, kita dapat melihat bahwa ada perbedaan yang berlaku dalam kehidupan sosial. Tujuan penelitian ini adalah untuk menganalisis Dampak Peran Kelas Sosial terhadap Karier Perempuan dengan studi kasus pada karyawan di Bank OCBC NISP Cabang Manado dan Bank BNI Kantor Cabang wilayah Manado. Penelitian ini menggunakan metode penelitian kualitatif yang mengeksplorasi teori-teori dari beberapa jurnal, artikel, buku dan penelitian sebelumnya. Penelitian ini menggunakan pendekatan eksploratori dengan wawancara mendalam untuk mengumpulkan data dari sepuluh informan. Responden dipilih dengan purposive sampling. Hasilnya menunjukkan bahwa mereka merasa suatu kebanggaan menjadi wanita karir yang memiliki prestasi dengan kelas sosial yang mereka miliki. Mulai dari bangga akan prestasi karir, membanggakan prestasi dalam posisi kelas sosial strata, dan kebanggaan di tingkat pendidikan, pengalaman, prestasi kerja. Itu dapat membuat mereka merasa lebih dihargai dan lebih dihargai dalam kehidupan karier mereka. Hal itu juga dapat memunculkan motivasi dalam kehidupan sosial dan kehidupan karier yang menjadi motivasi untuk mendapatkan karier yang lebih baik (posisi). Semua wanita karier yang memiliki kelas sosial, sebaiknya lebih bertanggung jawab dengan memperhatikan sikap dan perilaku serta menjaga nama baik perusahaan.

**Kata Kunci:** *kelas sosial, status sosial, wanita, karier, peran kelas sosial, wanita karier*

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## INTRODUCTION

### Research Background

Social Class or Social Group is a group of people who occupy social layers based on economic criteria. Around us there are people who occupy high positions such as governors and mayors and low positions such as sub district and village head. At school there is a principal and there is a school staff. In neighborhood Association (RT) or citizens Association (RW) there is rich people, just ordinary people and some poor people. This distinction not only arises from the position of social responsibility only, but also occurs due to differences in physical characteristics, beliefs and others. Differences such as race, ethnicity, religion, education, gender, age or age, ability, height, charming and ugly, etc. Also differentiate humans from one another.

Social Class is defined as a status hierarchy in which individuals and groups are classified on the basis of esteem and prestige acquired mainly through economic success and accumulation of wealth. Social class may also refer to any particular level in such a hierarchy. Four common social classes informally recognized in many societies are: (1) Upper class, (2) Middle class, (3) Working class, and the (4) Lower class (Businessdictionary.com, 2018). The cause of a person belongs to the social class because the social strata in society can occur by itself with the growth and development of the society itself or happens deliberately to pursue common goals or interests. Ideally all human beings are basically equal. But obviously, there are also people who are High position, and some are Low position.

Nowadays, there are many people who discriminate or see someone from the standpoint of their social status or so-called social class of the person, especially among workers or private employees and certain agencies in government or office. With a social class, someone can get better and supportive work. For example, someone who has an acquaintance or relative a leader in a office, is easy to get a job and a high position in the company. One's social class is very important in supporting one's career. Social class may be a strong background for one's career. In appearance also a career woman who has an upper middle social status, his appearance can be influential in supporting his career, for example his/her Job was in the field that often met with clients or partners. With the high social status of a person, it will be higher also pride or appreciation of the surrounding environment, or in other words will be more respected. The lifestyle of the upper class will be different from the lifestyle of the middle and lower classes. Likewise, the behavior of each member can be distinguished we know where each social class comes from.

As the more diverse occupations become specialized in certain types of work, we are consciously or unconsciously certain that certain types of work are more honorable than other types of work. Types of high-praise jobs generally lead to higher incomes, though there are many exceptions. Types of high-praise jobs generally require higher education, although the correlation is far from perfect.

Career women, at all levels, are becoming increasingly widespread. From the top leadership position of the state, top executives, to the bus conductor even the trishaw drivers. Women and men the same nature, that is as a factor of production. It's just that with the background of physical considerations and social classes that apply women's wages are always number two. In addition, career women have a higher social class than women who only take care of domestic household work.

Role is a dynamic aspect of a status. If someone carries out his rights and obligations according to his status, then he/she has carried out his role. The role is the behavior expected from the person who has a position or status. Between position and role cannot be separated. There is no role without position. Position does not function without a role, Example: Achieved Status is a position that someone gets intentionally. Example: positions obtained through the education of teachers, doctors, engineers, governors, sub-district heads, and chair of the Student Council etc.

The role of social class always appears in various versions and can have an impact on each individual, for example on employees in a company or agency. In an environment will certainly bring social stratification (classification) or social differentiation (differentiation) Respect in the office environment. In classifications, employees or office and bank employees are included in the middle class: consisting of government employees and private employees.

In this case study the researcher took the bank as the case study, the bank was a government or private institution in which there was an organizational structure or position, and the position occupied by everyone who worked in it. Starting from the leader or Manager, employees, and the lower classes such as office boy (OB) or cleaning service. By looking at the organizational structure of a company we can see and draw conclusions about a person's social status or social class by only looking at the position they have.

Therefore, based on the previously explained issues the researcher is interested to *analyze the impact of social class role towards women's career (Study Case on employee of bank OCBC NISP and bank BNI)*.

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**Research Objective**

The main objective of this research is as follows: To analyze the impact of social class role towards women's career of employee on bank OCBC NISP branch Manado and bank BNI regional office branch Manado.

**THEORETICAL REVIEW****Human Resource Management**

Human Resource Management (HRM) is a process of employing people, hiring people, and training people so that they become more valuable to the organization or company. According to Snell and Bohlander (2010), human resource management is defined as a process of managing human talent to achieve an organization's objectives. Second, human resources management is a part of management focused in learning the relationship and the role of people in company. It involves all management decisions and practices that directly affect or influence the people, or human resources who work for the organization.

**Social Class**

Social class can be defined by using Cote's quoted in Clair, *et al.* (2017) as "a dimension of the self that is rooted in objective material resources (income, education, and occupational prestige). Cote's said that social class reflects individuals' mental representations of who they are, how they should relate to others, and what they should be doing. Cote also said that in limited recent research, scholars demonstrate that formative experiences with social class affect individuals' careers long after they have attained elite status. According to Cole (2018), social class is important because it matters to sociologists because the fact that it exists reflects unequal access to rights, resources, and power in society what we call social stratification.

**Gender**

Gender inequalities almost always favor men, with women often being disadvantaged both in the control over household assets and in the division of responsibilities in the household and in the community. Women, according to Mickelson in Lapour and Heppner (2009), develop and beliefs about how they should achieve (academically and occupationally) according to gender and social class status (as well as racial background). In the development of career aspirations, an additional critical factor is gender.

**Career**

Definitions of career vary greatly among the disciplines. According to Savickas in Diemer and Ali (2009), career construction theory posits that social structures influence individuals via the different roles that are cast on individuals, including the roles of student, homemaker, parent, and employee. People differ in their preferences for different roles. People make career choices in accordance with their life stages and the fabric of different roles. This perspective corresponds to the multiple role perspective of career development.

**Women's Career**

Wright (2016) and Tulung *et al* (2018) said that women's career or women in professional or managerial jobs did not emphasize pay as a reason for their choice of occupation, instead citing interests, abilities or family encouragement as motivations for pursuing gender atypical careers and argue that women's greater earnings capacity from these male-dominated jobs provides an opportunity for shifts in the domestic division of labor – in how childcare and other domestic responsibilities are shared within the household. Thus the benefits for women from entering higher-paid male work may go beyond the economic sphere and challenge gendered traditions within the home and in expectations around caring.

**Previous Research**

Chair, *et al.* (2017) this research explores the career narratives of women from diverse social class backgrounds as they describe how they ascended to elite organizational roles despite severe gender under representation. Their using qualitative narrative methods to analyze interviews with 41 women executives and entrepreneurs. Their illuminate the varied ways that high-achieving women understand and retell their career stories, identifying five broad approaches to narrating their ascent against the odds: serendipity, competence, social ties, maneuvers, and aggressive action. They demonstrate the role that social class origins play in shaping the career narratives of these high achieving women. Women from lower social class backgrounds employee highly agency narratives to fuel their success against the double obstacles of gender and class. As their result stated, to summarize, regardless of class, all of the women attribute their career successes to their efforts to

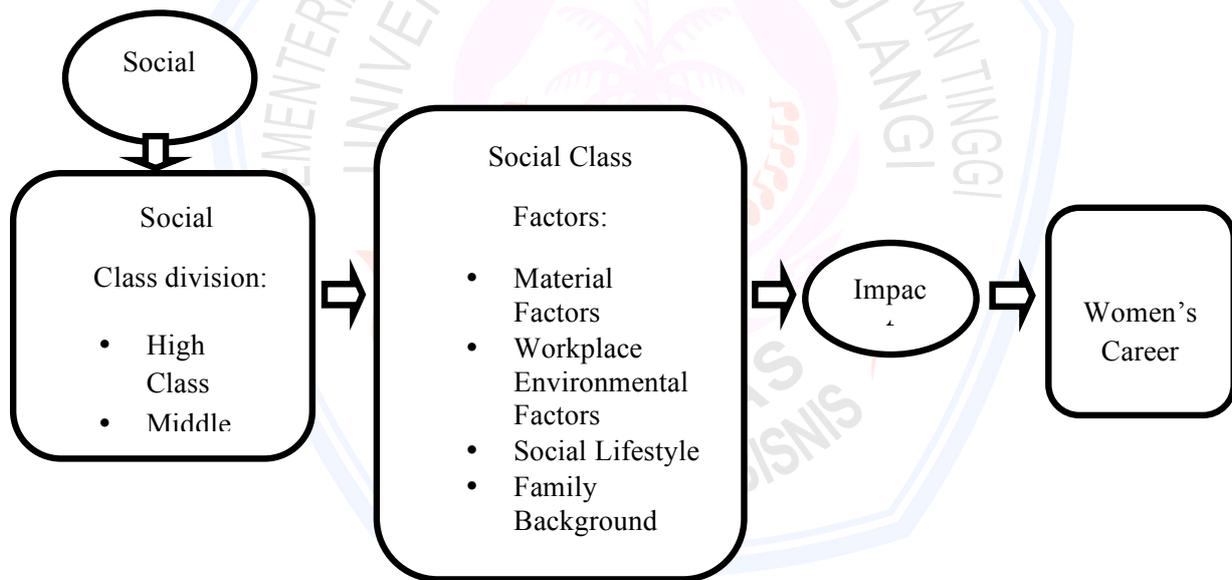
maneuver, build relationships, and demonstrate excellent work.

Lestari (2011) This study aims to reveal the role and status of women in the social system, which is related to the reality in social life, especially in aspects of household life, development, nuclear family (extended family) and extended family (nuclear family). Shows how the role and status of women, how their dependence on other individuals and the social elements that are incorporated in the group, which are integrated, are more lasting and stable. This condition of society is basically what can be said as a social system. In these social groups (household, family, development and so on) there is a set of sets of reciprocal relations between roles including the role of the woman herself in relation to the social status of each other individual involved in it.

Albright (2008) discusses the theoretical and methodological problems in the study of women’s class and suggests further development of the dynamic conception of class offered by an ‘individuals in families’ approach. This stalemate is troubling for several reasons, but perhaps especially because it exposes a fundamental uncertainty regarding not only the operationalization of social class, which is arguably the most important topic of sociological concern since the creation of the discipline, but also its very conceptualization. In the following pages, She examine the state of the literature regarding both women’s objective and subjective class identification, tracing the substance of the debate and emphasizing the theoretical and methodological problems informing it. Several qualitative studies have indicated the promising nature of these insights.

**Conceptual Framework**

The purpose of conceptual framework is to identify relevant variables and define the variables as well as build the conceptual framework based on grounded theory, which in this case is the impact of social class role. Therefore the outline of this study aims to examine the impact of social class role towards women’s career, with a case study of employee on bank OCBC NISP branch Manado and bank BNI regional office branch Manado.



**Figure 1. Research Framework**  
*Source: Data Processed 2018*

**RESEARCH METHOD**

**Research Approach**

The research presented in this paper employs exploratory qualitative research to know the impact of social class role towards women’s career (Study Case on employee of bank OCBC NISP and bank BNI). Quality research approach refers to all non-numeric data or data that have not been quantified and can be a product of all research strategies (Saunders, Lewis, and Thornhill, 2009). According to Yin (2003), by using descriptive research the researcher is allows to describe an intervention or phenomenon and the real-life context in which it occurs. A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation (Sekaran and Bougie, 2010).

### **Population, Sample and Sampling Technique**

According to Spradley in Sugiyono (2007), in qualitative research there is no 'population' term but only social situation. The social situation is separated into three elements, namely: place, actors and activities that interact in a synergic way. The social situation can be expressed as an object of research that wants to know "what's happening" in it. The social situation of this research is all elements that can participate and give a comment and what they perceived about the impact of social class role towards women's career, with a case study of employee on bank OCBC NISP and bank BNI in Manado. The sampling technique used is purposive sampling as it provides rich information, with ten informants of employee on bank OCBC NISP and bank BNI in Manado as the representative of target social situation.

### **Data Collection Method**

The data used in this research consists of two types of data, which are primary and secondary data. Primary data were collected from in-depth interviews, and secondary data were obtained through scholarly journals, textbooks, and previous researches.

### **Operational Definition of Research Variables**

In this research, the variables are the impact of social class role, and women's career as main object of this research, with a case study of employee on bank OCBC NISP and bank BNI in Manado.

### **Instrument Testing**

Measurement tools are instruments used by researchers to aid in the assessment of subjects, informants, or respondents. Research Instruments are measurement tools. In an interview the instrument can be interview schedules, performance checklist, observation forms, attitude scales, and so on. The instrument of the choice in naturalistic inquiry is the human. The instrument must be valid and reliable, based upon the conceptual framework, and relevant to the research topic.

### **Data Analysis Method, Validity and Reliability**

In qualitative research, researcher is the instrument to collect data themselves through examining documents, observing patterns, and interviewing informants hence the beliefs, feelings, values, and assumptions of the research become crucial as they may affect the research. According to Miles and Huberman in Gunawan (2013), major phases of data analysis are: Data Reduction, Data Display, Conclusion Drawing/ Verification.

## **RESULTS AND DISCUSSIONS**

### **Results**

The first section is the results of interviews with ten women's career which is the employee of Bank OCBC NISP Branch Manado and Bank BNI regional Office Branch Manado, and the second section explains about the discussions after the interviews.

#### **Informant 1 – Mrs. Y**

Informant 1, who is a twenty-eight years old an employee at Bank OCBC NISP Branch Manado, For her, as a career woman this role of social class had an impact on her, because as a worker in finance or in the banking sector she had to adjust to her work. For example in terms of appearance and dress, she must always try to look neat and polite or commonly called "Good Looking" in carrying out her role as a employee in a bank. According to her with the role of social class we can also benefit, for example, have a friend or connection to occupy a specific position can be further facilitated by the help. She also said that the existence of this social class is important in career life but it's not uncommon to just prioritize it, the important thing is to be good at socializing and not picking friends and knowing which ones are positive and which are not. She also felt that social class could be a great motivation for her because seeing from social class of people who were higher than her, made a motivation to be able to equalize her social class by working harder and diligently in order to get a better career and have a better life.

#### **Informant 2 – Mrs. W**

The second informant is Mrs. W, a thirty-two years old an employee at Bank OCBC NISP Branch Manado, She said that, as we know people who have a background of high social status tend to be more valued or respected and held high. She said the existence of social class or social status and high social backgrounds

can affect one's education. It can also be influential to one's career later with experience that someone can get. It can also reference/connections through relatives or relatives nearby. According to her social status of a person is an influential factor in predicting the level of jobs and what in the aspire one's. In the end she said that the existence of this social class can make a motivation in her career life because with this social class she becomes motivated to have a better career again by working harder and more diligently in order to get a higher position or position and raise the level of her social class.

### **Informant 3 – Mrs. O**

Informant 3 is Mrs. O, a thirty-eight years old an employee at Bank OCBC NISP Branch Manado. She said that she was hanging out with friends who she felt were equal or equal to her social class. Because she associates with people who have higher social strata or social classes, they may feel a little uncomfortable with the association. For example, someone who has a higher social class must use expensive or branded items, so people who feel they are in the middle class will feel less confident about how to dress or their lifestyle. But if at work she said that she needed to look attractive, neat and polite because as a bank employee it must be. She also said that the role of this social class had a positive or good impact on her career because besides paying more attention to how to look and dress, the role of this social class made her proud of what she had achieve, it's her career, her income. Because with the social class people will be motivated to be educated and achievers so that they will get good jobs and occupy the social class they want. For her, the existence of a social class made a motivation to be more active and try to get a better career.

### **Informant 4 – Mrs. R**

The fourth informant is Mrs. R, a twenty-six years old an employee at Bank OCBC NISP Branch Manado. She gave examples such as at her job at in the service section, she often faced with clients or customers. And there are certain people that when it came to Transact and he/she came from or the people who are in a high social class, he/she still wears the role of social class or apply their social status. And she wants to be served with good services and different way and want to take precedence. She said the existence of social class we will be more rewarded with social class wrote we occupy this time because the existence of an individual's social class will also be choosing a career appropriate stages of life. According to her the existence of the role of social class makes a motivation for her to work better and more enterprising again to open the possibility to get promoted and the increase of Office/positions in her career and may increase her social class position.

### **Informant 5 – Mrs. A**

Informant 5 is Mrs. A, a twenty-eight years old an employee at Bank OCBC NISP Branch Manado. She said that the role of this social class can carry some influence in the life of her career. For example, in the association with people who have a high social class would have seen it. However, so that she will add a lot of insight in appearance and dress in accordance with environmental work. According to her the existence of the role of social class affects her career because with social class, she is like this now and working career. With the education she had accomplished and achievements during this time as well as getting a job now because of the role of social class or social class family background. Of course with that she felt proud of the top achievements and position that she can at this time. She also felt more appreciated by the roles that the social classes. Very important is the existence of this social class role can make a motivation for her because with so many needs she became motivated to get a career or a better position.

### **Informant 6 – Mrs. M**

The sixth informant is Mrs. M, a thirty-two years old an employee at Bank BNI Regional Office Branch Manado, She momentarily as a profession as an employee of the bank and credit analysts are often faced with a customer or potential customer who comes from a middle-class background to the top. Of course she also with her profession should seek the appropriate client needs her Office. For her, because of the role of social class, she could be like this now. Because with enough social class or medium social classes, people are going to get an education and a better experience and can choose what work is preferred. Because she said that the existence of social class people will be more appreciated and respected in accordance with the stages of her life. For her the existence of social classes can predict a person's employment rates because obviously people who are among the higher social class will not limit their career aspirations. Overall, she's motivated to have a better career by working more actively and diligently.

**Informant 7 – Mrs. N**

Informant 7 is Mrs. N, a thirty-two years old an employee at Bank BNI Regional Office Branch Manado, She said that she often met with clients and prospective clients who came from high social class or social status or medium antecedent to the top. In her work is absolutely required such clients. She identifies with the social class she was also paying more attention to her appearance and the way her dressing. She is credited with the achievement and her own business. For her to have a good meaning that social classes will have experience and a good education. Thus she was able to freely choose a job what she wants and make her more confident. She also said that the existence of this social class make a motivation for her future career life.

**Informant 8 – Mrs. M**

Mrs. M is the eighth informant, a twenty-eight years old an employee at Bank BNI Regional Office Branch Manado, she said that she must pay more attention to the way she dresses and looks. According to her work she must carry out her job duties properly and correctly. She also said that with the role of the social class people will be more confident and have their own pride towards achieving and getting achieved with the results of their own business and in accordance with the status of the social class they carried. That way she becomes more valued for her achievements as a worker who has her own income. Because for her a good social class can influence a person's achievements, education and experience to get the job and aspirations she wants. She also said that the role of the social class can be a motivation for her and be more disciplined and trying to get a promotion and a higher position.

**Informant 9 – Mrs. I**

The ninth informant is Mrs. I, a thirty-seven years old an employee at Bank BNI Regional Office Branch Manado, According to her it is very beneficial to pay attention to how to look and dress neat, polite but still fashionable. She said that the impact of social class can lead to a sense of self-confidence and pride in what has been achieved, namely education, employment, and income. Because with the existence of one's social class role, it will be more valued by work, position, career that she has. With social classes, there are children who are in school and not in course with a high social class that will get the best experience and education and are free to choose what jobs they like without limiting factors that affect the level of aspirations of one's career. The role of this social class makes it a motivation for her career going forward and can raise her social class.

**Informant 10 – Mrs. P**

The last informant is Mrs. P, a thirty-two years old an employee at Bank BNI Regional Office Branch Manado, she said that in looking for a customer, of course the employee of a bank must look for one that fits the needs of the bank or offer a product to customers or prospective customers who, namely the middle to upper social class. For that she must pay more attention to the way she looks and dresses to always look neat, polite and fashionable. For her, her current job and the position of the social class she achieved made her proud because it happened with the existence of her social class. She said she can choose the job she likes because of the social class she currently gets. Because according to her social class is one of the factors that influence in guessing one's level of work. She also said that the role of this social class could be a motivational impetus because with this social class she became willing to work harder and try even more so that she could get a better career and slightly increase her rank in social class.

**Discussion**

Social class or social group has a meaning that is relatively more used to show the social layer based on economic criteria. So, the definition of Social Class or Social Group is: A group of people who occupy social layers based on economic criteria. Aristotle described the three classes as a pyramid: 1 (Upper Class) = very rich group, 2 (Middle Class) = rich group, 3 (Lower Class) = poor group. First group: is the smallest group in society. They consist of businessmen, officials, landlords and nobles. The second group: is a group that is quite a lot in the community. They consist of traders, government employees, semi-professionals, supervisors, leading craftsmen, etc. Third group: is the highest group in the community. They are mostly ordinary people or temporary workers, unemployed, laborers seasonally, people depend on benefits. According to Kornblum in Sam (2018), which defined a social Class understanding that is similar to caste, it is only determined based on economic criteria, such as income, employment, and prosperity. Usually, social classes are open and not homogeneous. That is, mobility occurs both up and down between the classes.

Social class arises because of differences in respect and social status. Social role is a set of expectations as well as behavior on social status. Social Role is the implementation of rights and also one's obligations according to

their social status. This social role is the behavior of individuals who perform a certain position. In the role associated with one's work, someone is expected to carry out one's obligations relating to the role that one's also holds.

From the collected and analyzed interview results, the researcher found that there are several impact of the perceived social class role of career women interviewed. Starting from the first question, people can see that most of the informants knew about the Social class or role of social class from "word-of-mouth" of their friends or the association, community, some articles and textbook. Out of ten informants, there are eight informants who feel it is their pride to be career women who have achievements with the social class they have. Starting from they feel proud of their own career achievement with the social class they have. Divided into a variety of pride in a life and career life. Proud of career achievements, Proud of achievements in social class position of the strata, and Pride in the level of education, experience, work achievements. They think that with the existence of social class or the role of social class, they can become what they are today. Because according to them, with the social class or the social class background of the family they are wearing so far they can be well educated, have good experience with the environment and relationships and have good jobs like now and what they do makes them proud of their career and social classes for their own lives.

This perspective is supported by Cote in Clair, *et al.* (2017) and Saerang *et al* (2018) who stated that Social class background also shapes the experiences and education underpinning a career. There are seven informants who stated that social class is a factor that influences the level of career aspirations. As stated by Gottfredson in Lapour and Heppner (2009) supported that perspective by stating that social status an influential factor in predicting the level of occupation to which a person aspires. He found that lower class persons had more limiting factors influencing their career aspiration levels as compared with middle and upper-class persons. Savickas (2002) said that people differ in their preferences for different roles. People make career choices in accordance with their life stages and the fabric of different roles. Langston (2001) also supported that perspective by stating that Social class has the power to affect an individual's level of education, chosen and attained occupation, and ultimate social class status as an adult. There are eight informants also stated that the impact of social class role can make them feel more Respected and more Appreciated in their lives and in the lives of their career. Based on the interview, there are eight informants who stated that the impact of the role of this social class can be seen from how to look and dress up as a woman's career. They believe that the existence of social class roles influences them to pay more attention to appearance and dress so that they look neat, polite, attractive, fashionable or commonly called "Good Looking". Another factor that has an impact on them as career women comes from a social environment.

Most of the informants perceived that the impact of social class role it is make the informants feel proud of their own career achievement with the social class they have, feel Proud in the level of education, experience, work and achievements, Can be More Respected and more appreciated in social environment, Be paying more attention to appearance and dress in carrying out work. But all of the informants agreed that the impact of social class role can bring a motivation in social life and career life that is to be a motivation to get a better career (position), a better economic life or raise strata status position social in social class. For that reason, overall we can see that the impact of the role of this social class is related and influential with the career lives of all female employee informants (women's career). As stated by Brown in Thomson and Subich (2006) while this connection between social class and career is salient throughout the lifespan.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result and discussion in the previous chapter, we can conclude some points here. First, from all of the answers above, it can be seen that social class role brings positive impact to the employee or women's career. Not only that, the employee stated the impact of social class role is make informants Proud of career achievements they have, and become their own pride in the level of education, experience, social status achieved and work achievement. Second, there are several main factors that affect career women from social class role which is to be more respected and more appreciated, can pay more attention to appearance and order to look neat, polite, attractive, and fashionable or "Good Looking", Impact in the Environment Association and Assembly, and a factor that influences the level of career aspirations. The last, this social class role raises the positive impact for the respondent and it is making this a motivation in social life and career life that is to be a motivation to get a better career (position), a better economic life or raise strata status position social in social class.

## Recommendations

Based on the research conducted from a case study of employee on bank OCBC NISP and bank BNI regional office in Manado, here are some of the recommendations for women's career, employee, and future researchers:

1. By having a social class, employees must be more responsible. Therefore, must pay more attention to attitudes and behavior and maintain the good name of the company. Because by having or bearing and having a good position in the position of social strata, an employee in a company must carry out the role of their social class, and as an employee of an office or agency that occupies the middle social class in the social position, of course, must play their role as employee or carry out the role of the social class they has..
2. For employees in office or an agency that has a middle class or middle class social can be said to occupy a good and not looked down on social class, must pay more attention to how to dress and how to look to look neater, polite but still fashionable and unsightly or commonly called "Good looking" and authoritative and safeguarding the words, Because an employee in a bank meets many customers who come from the upper social class, and that is why an employee of a bank must be more patient, holding back emotions, and in Looks must be more protective of how to dress and speak well.
3. For career women, they must be more optimistic in their career achievements by working harder and striving to be diligent, more diligent, discipline in maintaining attitudes and paying attention to their duties and obligations to get a better career path and be able to occupy a higher social class. Thus, career women can be a role model and can be a good example for many people.
4. For researchers, it is advisable to conduct research in large population companies, larger samples and in-depth research on how is the impact of social class role towards women's career in companies, so social class role can be understood and it is suggested for the future researchers to involve more informants in this kind of research. The future researchers are also urged to explore different approaches and use other research tools to know more about social class role towards women's career.

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