

THE ROLE OF ORGANIZATIONAL COMMUNICATION IN IMPROVING THE PERFORMANCE OF EMPLOYEES OF PT. HELLO DOTCOM SHOPPING

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ABSTRACT

The communication process in an organization has a very important role in improving employee performance. PT Halo Belanja Dotcom is a company engaged in e-commerce. Therefore, PT Halo Belanja Dotcom must be able to maintain its position in the market and also face challenges in ensuring optimal employee performance. This study aims to explore the role of organizational communication, especially in downward communication, in improving employee performance at PT. Hello Dotcom Shopping. The research method used is a qualitative descriptive method. With data collection techniques through observation of researchers interacting directly with the environment or meeting with the subject of the informant, structured interviews with informants consisting of the CEO, Chief Operation Officer, and Chief Technology Officer of the Company and documentation of this type of data in the form of documents in the form of company profiles and data obtained from the company's website. The results of the study show that downward communication in PT. Hello Shopping Dotcom has been doing well, in conveying the company's vision, mission, and goals, work instructions, changes in procedures or work practices, as well as company values, culture, and norms. Regular performance evaluations, internal training, employee ability improvement, initiative attitude, good work ethics, cooperation between employees, awareness of responsibility, and efficient and productive time management are important factors that also contribute to improving employee performance. These findings show that organizational communication plays an important role in creating a productive and harmonious work environment, as well as improving employee performance at PT. Hello Dotcom Shopping.

Keywords: Organizational Communication, Employee Performance, E-commerce

1. INTRODUCTION

Communication in daily life allows people to receive and provide various information according to their needs. All social interactions depend on communication. In cases where a person has a fixed relationship, the communication system used can determine whether the system has the ability to increase the intimacy and harmony of the relationship, reduce tension, and eliminate disagreements.(Heriawan, 2016)

Communication is the relationship between individual humans and humans or with groups of humans. And it is realized directly or not, that the act of communication has existed and has been carried out by humans throughout the century. Therefore, communication is very close to human life. A communication that occurs well is a supporting factor in achieving goals.

Humans communicate through speech, writing, behavior and images. As a social being, communication is important for humans. Because it is in accordance with one of the communication functions, namely conveying information. Where

communication allows humans to convey information, such as science conveyed through books, news conveyed through television, and personal information conveyed through social media.

The purpose of communication is to change the attitudes, opinions, behaviors and social of the community in accordance with the information conveyed by the informant so that in essence, communication aims to convey information that can be understood by others. The information is then expected to produce feedback in the form of positive changes from the recipient of the information.

The purpose of this communication is certainly very important for the process of socialization between people. Because the purpose of communication is not only informative or as a way of conveying a message, but also to build relationships, both individually and in groups, by ensuring that the information or message from the sender of the message can be well understood by the person receiving it.

Communication also occurs in an organization, institution or company. Communication involved between both parties (leaders and employees or superiors and subordinates) must be two-way communication or two-way communication or mutual communication.

Communication between fellow employees or superiors to subordinates and vice versa, or fellow superiors who establish communication in the organization with good interaction in discussing a separate benefit for each individual. Because when viewed in an organization, the most communication activities are among employees who are in the same position and have cooperation to carry out their work. So that their performance in carrying out their duties will increase.

To face the challenges and competition of today's world, companies that want to grow need excellent leadership skills and the right way of communication from their leaders, in addition to having technical skills in their field of work. The ability to communicate well also plays a role for leaders to interact with subordinates, so that the tasks ordered can be easily understood by subordinates and avoid miscommunication or misunderstandings.

In communication science, we know the existence of organizational communication. Organizational communication is the process of delivering messages or exchanging messages that occur within an organization. An organization is said to be able to run well if there are parts of the organization that communicate well regarding the tasks, functions and objectives of the organization. Every organization strives to develop its organization which can be a guarantee for the achievement of the goals that have been determined by the organization. And one of the most appropriate steps to achieve its goal is to develop the role of communication in the organization. (Polii, 2019)

The role of organizational communication can create harmony and smoothness in the tasks or work of an organization, such as in the office or the implementation of duties by government officials. Organizational communication is vertical like the relationship between superiors and subordinates, which can be in the form of orders, instructions, advice and those related to office duties. And organizational communication can be horizontal, namely the relationship between employees and other employees.

Rangkuti stated that organizational communication has an important role in integrating management functions in a company such as setting and disseminating company goals, developing plans to achieve goals that have been set, organizing human resources and other resources effectively and leading, directing, motivating and creating a climate that causes people to want to contribute. and also control

performance. Almost the same as Rangkuti's opinion, Muhammad also said that communication helps employees overcome work problems and strengthens employee involvement in their tasks such as what employees do, how they work, the results that have been achieved, their progress and their plans for the future. (2017)(2007)

The company is one of the organizations that gathers people commonly called employees to schedule the company's production household, without the intervention of employees the company cannot run well, because the ability of an employee is reflected in how maximum his performance and good performance is optimal performance

PT Halo Belanja Dotcom is a company engaged in e-commerce. As a company engaged in technology, PT Halo Belanja Dotcom has a tough competition with other similar companies. Therefore, PT Halo Belanja Dotcom must be able to maintain its position in the market and also face challenges in ensuring optimal employee performance.

2. RESEARCH METODOLOGY

This research was conducted at PT. Hello Shopping Dotcom which is located at Jl. Rambutan No.8, Dangin Puri Kauh, North Denpasar District, Denpasar City , Bali 80232. The research design used in this study is qualitative descriptive using a qualitative approach based on data sourced from information in the form of narratives obtained through informants.

The data collection techniques used are observation, interviews, and documentation. The informants in the study consisted of the CEO, Chief Operation Officer, and Chief Technology Officer. As for data analysis, qualitative descriptive techniques are used which consist of three components, namely data reduction, data presentation and conclusion drawing or testing.

3. RESULTS AND DISCUSSION

The process of Downward Communication (from top to bottom) is communication that flows from the highest level of leadership or from top management to lower management, from policymakers to operational implementers. Providing information by leaders about the company's vision, mission, and goals is important to be understood and applied by all employees because it is important to inspire employees, broaden their perspectives, and help achieve desired goals.

From the informant's statement, it can be said that the company's way of ensuring that the company's vision, mission, and goals are understood and implemented by conveying the company's vision, mission, and goals openly and clearly to all employees, as well as reminding and reemphasizing the company's vision, mission, and goals on various occasions such as during meetings.

In addition to the vision, mission and goals, a company must also ensure that work instructions are well received and understood by all its employees. When employees understand the instructions well, so they can do their work more effectively and efficiently. From the statements of the informants, it can be said that the Company ensures that work instructions are accepted and understood well by all employees, because with all employees understanding the work instructions well, employees will be able to carry out their work better in accordance with the goals that have been set by the Company.

In order to improve the coordination of communication between the Company's organizations, when there is a change in procedures or practices that may affect the way employees work, the Company needs to convey such changes to reduce the possibility of errors that may occur. This will help create better performance. From

the informant's statement, it can be said that the Company conveys changes in procedures or practices to its employees by holding meetings/meetings with all its employees so that information is conveyed properly, as well as utilizing communication tools, in this case WhatsApp Group social media, to convey messages related to changes in procedures or practices to all its employees.

In a company, the values, culture, and norms of the company are important for all employees to know. Being indoctrinated about the company's culture and values since becoming a new employee can develop better employee performance. From the above statement, it can be said that the Company's values, culture, and norms are conveyed by holding orientations/introductions of new employees with the Company and through meetings to convey values, culture, and duties to new employees and utilizing WhatsApp social media to convey messages to new employees.

Organizational performance is critical. The development of an organization depends on the performance of its employees. Therefore, performance ensures that the actions and outcomes of employees are in line with the organization's goals. Performance indicates the task or execution of work. Performance can be defined as activities related to a person's work. Employee performance is the quality and amount of work that employees do in accordance with their obligations. Worker performance is overseen by a leader and supported by the organization. The quality of employees can affect the performance and productivity of the company.

Qualified employees can help the company achieve its goals more effectively and efficiently. From the results of the informants' answers, it can be said that to improve the quality of work of employees, the Company conducts regular performance evaluations once a month. Each division evaluates the team's performance once a week and also conducts training internally to develop the abilities and skills of each team member.

Having the ability to take initiative can develop good ideas and create productive change. From the informant's answer, it can be said that the initiative attitude in employees can occur with a positive and prosperous work environment and collaboration between teams or employees as well as the setting of clear goals and tasks to make it easier for employees to take the initiative.

The relationship between work ethics and employee performance is very important, because the existence of good work ethics will affect employee performance. From the informant's statement, it can be said that good work ethics can be realized if they respect each other and by building effective and open communication that can make it easier for employees to communicate ideas and inputs, and reduce possible conflicts.

Creating good cooperation among employees is essential for the productivity and overall success of the organization. From the informant's statement, it can be said that good cooperation among employees has a great impact on the productivity and overall success of the organization. When employees work together effectively, employees can support each other to achieve company goals more efficiently. This helps to increase overall productivity as the collaborative process strengthens the relationship between employees. Efforts to strengthen cooperation between employees are carried out through various activities, such as office gathering events, which are specifically designed to strengthen relationships and build a sense of togetherness and mutual trust among team members. In addition, the joint problem-solving process is also a means to strengthen the relationship between team members. In this way, each team member understands his or her role in achieving a common goal, so that they can direct their performance in the same direction.

Thus, good cooperation among employees not only increases efficiency and productivity, but also strengthens relationships between employees, builds a sense of togetherness, mutual trust, and ensures that each team member has a clear understanding of common goals.

Increasing employees' awareness of their responsibilities to work and the company is an important step in creating a productive and responsible work environment. From the statements of the informants, it can be said that it affects employees' awareness of responsibility for work and the Company can hold an employee introduction or orientation period and training to help update knowledge and skills in carrying out responsibilities better. Communicate openly and clearly about responsibilities and provide regular constructive feedback regarding employee performance and responsibilities.

Every company has a different work culture and each employee has a different level of compliance with the use of time. By motivating employees to utilize their working time efficiently and productively, this is important to achieve optimal performance. Based on the statements of the informants, it can be said that employees at PT. Hello Shopping Dotcom is able to get its work done by making optimal use of time. Several ways to motivate employees to use their working time efficiently and productively such as implementing a work culture that provides balance and provides flexibility in carrying out their duties so that it is expected to increase productivity.

Based on the results of the above research, it can be seen that the downward communication process carried out from the company's leadership to the lower employees is carried out by communicating openly and clearly, as well as reminding the company's vision, mission, and goals on various occasions such as meetings. This is in accordance with the theory According to Theodore Schatzki quoted by Sulistira, Agis Nur Fazhan, et al. (2023) organizational communication that emphasizes the importance of effectively conveying messages and repetition to ensure good understanding.

In addition, work instructions are also delivered and understood well by employees, which helps in doing the job more effectively and efficiently. . Regarding changes in procedures or practices in the company, communication is also carried out openly and clearly through meetings/meetings and social media such as WhatsApp Group. This is the right step to reduce the possibility of errors and create better performance, according to the theory according to Courtland L. Boove and John V. Thil cited by Prabawanti, B. E. (2008) change management that emphasizes the importance of effective communication during the change period.

In terms of ensuring an understanding of the company's values, culture, and norms, PT. Hello Shopping Dotcom conducts orientation or introduction of new employees as well as meetings to convey values, culture, and duties to employees. This step is in accordance with Milton J. Bennett's theory as quoted by Sulistira, Agis Nur Fazhan, et al. (2023) organizational development that emphasizes the importance of introducing company culture to improve employee performance

In terms of employee performance, regular performance evaluations are carried out to improve the quality of work, and employees are encouraged to have initiative skills, good work ethics, good cooperation, and awareness of responsibility for work and the company. This is in accordance with the theory of human resource management according to Prawirosentono., S. quoted by Debi Septiani, D. (2023) who emphasizes the importance of employee development as the company's main asset

Furthermore, to motivate employees to utilize their working time efficiently and productively, PT. Hello Shopping Dotcom implements a work culture that provides

balance and flexibility in carrying out tasks, as well as providing recognition and rewards to employees who demonstrate the ability to manage their time well. This is in accordance with according to Sondang P. Siagian as quoted by Debi Septiani, D. (2023) motivation can be interpreted as an underlying reason for an action done by a person. Motivation is closely related to behavior and work performance.

4. CONCLUSION

Based on the results of the research entitled "The Role of Organizational Communication in Improving Employee Performance of PT. Hello Dotcom Shopping", then it can be concluded as follows: The communication process from top to bottom downward communication at PT. Hello Dotcom Shopping has been running well Where ways and forms have been carried out to create open and clear communication, especially related to the company's vision, mission, and goals, so it is very important to ensure that all employees understand and implement the company's goals. This can increase the alignment and focus of employees' work in achieving common goals. The importance of ensuring that work instructions are received and understood properly by all employees, so that they can carry out their duties more effectively and efficiently.

The existence of a mechanism for communicating changes in procedures or work practices openly and clearly to employees can reduce the possibility of errors and improve employee performance. The impartation of company values, culture, and norms at the time of new employee introduction and through meetings and social media such as WhatsApp Group ensures that all members of the company understand and implement the desired culture and values.

Regular performance evaluations, internal training, and employee improvement are effective strategies to improve the quality of work and employee productivity. Initiative, good work ethics, and cooperation between employees are key factors in creating a productive and harmonious work environment. Employee awareness of responsibility for work and the company as well as efficient and productive time management are also important to improve overall employee performance.

So with this, organizational communication is very influential or plays an important role for organizations in PT. Hello Dotcom Shopping in improving employee performance because in the daily work atmosphere in the organization, the role of communication is very important in maintaining and improving performance, because the position between one employee or employee and another employee is essentially interrelated.

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