



Effectiveness Work Culture with Internet And Face-to-Face Applications

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Abstract - Work culture in the era of technology and information industry 4.0 has mushroomed since 2011 at the event *Hannover Trade Fair*, many innovations have spawned a lot of companies *startup* in Indonesia. The new culture of companies is a startup built in such a way as to motivate, build innovation and align people's needs into the world of technology, namely the work culture of Tokopedia, Gojek, and Bukalapak which strongly adheres to the work culture of the giant Google company which makes working hours very flexible, an office atmosphere that is free to provide a lot very exciting atmosphere compared to corporate work culture which is considered old-fashioned.

The company's work culture greatly influences the level of production and workflow efficiency, let's look at the work culture of the Toyota Production System with 14 Principles launched in 1992 to make products from Toyota become superior products with excellent product effectiveness. [1]

The Covid-19 pandemic makes work culture must be built according to company needs, directly involved with community mobility, and prioritizes production efficiency in industry 4.0 there have been many innovations and improvisations for work culture changes in both corporate and companies *startup*.

Keywords — effectiveness, efficiency, internet, innovation.

I. INTRODUCTION

Culture is a way of life that develops, and is shared by a group of people, and is passed on from generation to generation. [2] The way companies work and organize are very different from each other. This difference is also reinforced by the culture of the local community. Industry 4.0 comes with a very fast and incessant tidal wave in various parts of the world, many of the Indonesian millennial generations creates innovation and improvisation in the world of work, be it, individuals, firms, companies, or institutions.

The arrival of the COVID-19 pandemic has made changes to work styles that have become work culture indirectly, the use of technology and infrastructure tools requires a lot of costs and also time adaptation, which drains the effectiveness and efficiency of work productivity. The use of very high technology makes an impact that must be set aside so that the transition to work culture changes remains effective in a positive direction. In 2019 the Central Bureau of Statistics (www.bps.go.id) classifies age groups into ranges as shown in the following table:

Table 1. BPS 2019 Age Group Information Age

Group	Population (male and female)
20-24	21,917,600
25-29	21,228,000
30-34	20,582,200
35-39	20,265,800
Total	83,993,600

With a total population of 83,993,600 people or 31.34% of Indonesia's population with a productive age range makes the use of technology even higher which will greatly impact work effectiveness and work culture itself.

II. BACKGROUND

Industrial era 4.0 was applied in various companies, agencies, organizations along with the arrival of the COVID-19 pandemic. Many companies are competing to maintain the level of production effectiveness behind the COVID-19, WFH (Work From Home), and PSBB (Large-Scale Social Restrictions) pandemics. So the application of productive work culture for employees in the industrial era 4.0 must still contain values that contain components:

- Understanding the basic substance of the meaning of work
- Attitudes towards work and work environment
- Behavior when working
- Work Ethic
- Attitude to time
- Methods or tools used for work. [3]

Unpreparedness for the COVID-19 pandemic has made some companies confused about how to keep production efficiency running, how to stay effective in organizing, there are several components of a productive work culture that were lost after the implementation of WFH and PSBB. Interestingly, adaptation is the main key to success, innovations have sprung up behind this pandemic, face-to-face applications, the internet, and online shops, and so on have become a savior of productive work culture.

A. Theory Basis

According to the Big Indonesian Dictionary (KBBI), effectiveness is effectiveness, activeness, and the existence of conformity in activity between someone who carries out a task with the goals to be achieved. The definition of effectiveness is how well the work is done, the extent to which people produce the expected output. This means that if a job can be completed following planning, both in time, cost, and quality, it can be said to be effective (Rafianto, 2014: 11).

Some published information from the Ministry of Communication and Informatics (KOMINFO) is applied for research needs so that it can be supported by data and for comparison to make it more accurate.

III. RESEARCH METHODOLOGY

A. Taking the Questionnaire

Work Culture Effectiveness Research with Internet and Face-to-Face Applications is applied to the questionnaire. This questionnaire is carried out in the scope of XYZ Company and XXX University with students who have worked with as many as 60 participants with a range of 20-30 years age group. The points of effectiveness produce results so that in the future these results can be known, can be further researched, and can be addressed for the benefit of research and common interests. This research was conducted by conducting a questionnaire that included data using questions with the answers to 'Strongly Agree (SS) point 4,' Agree (S) point 3, Disagree (KS) point 2, 'Disagree (TS) point 1.

- Figures 0% - 24.99% = Disagree
- Figures 25% - 49.99% = Disagree
- Figures 50% - 74.99% = Agree
- Figures 75% - 100% = strongly agree

B. Published Articles

In addition to taking the questionnaire, this research was also supported by published articles from the Ministry of Communication and Information of the Republic (KOMINFO), published data including Internet Use in Indonesia (August 2019), the impact of Indonesian Internet Use on Community Socio-Culture. (August 2019), this data has been published by the Ministry of Communication and Information of the Republic, Directorate General of Information Applications (APTIKA) which surveyed the public in 2019.

IV. RESULTS

Participant questionnaires that have been accommodated in the period 24-26 October 2020 generate data for IO (Organizational Infrastructure), UT (Use of Technology), EI (Ease of Internet), AU (Application Use), TM (Time Management), RW (Results of Work), WA (Work Arrangement), VH (Validation of Work Results), WO (Work Obstacles), TC (Technology and COVID-19) as in the table below:

Table 2. Participant questionnaire correlation

	IO	UT	EI	AU	TM	RW	WA	VH	WO	TC	AVERAGE
IO	1										
UT	0.269333	1									
EI	0.127294	0.594647	1								
AU	-0.01409	0.358991	0.289052	1							
TM	0.159841	0.375712	0.177571	0.09501	1						
RW	0.191602	0.516598	0.440915	0.644062	0.287527	1					
WA	0.151177	0.54198	0.622088	0.282418	0.48705	0.493546	1				
VH	0.065881	0.200401	0.230022	0.311929	0.045951	0.330489	0.273179	1			
WO	0.158703	0.348656	0.477149	-0.00596	0.15989	0.339092	0.475274	0.278812	1		
TC	0.075378	0.587556	0.592157	0.365392	0.127056	0.388635	0.6707	0.357548	0.510407	1	
AVERAGE	0.321055	0.764529	0.711288	0.566362	0.476329	0.752963	0.78128	0.533445	0.579188	0.735858	1

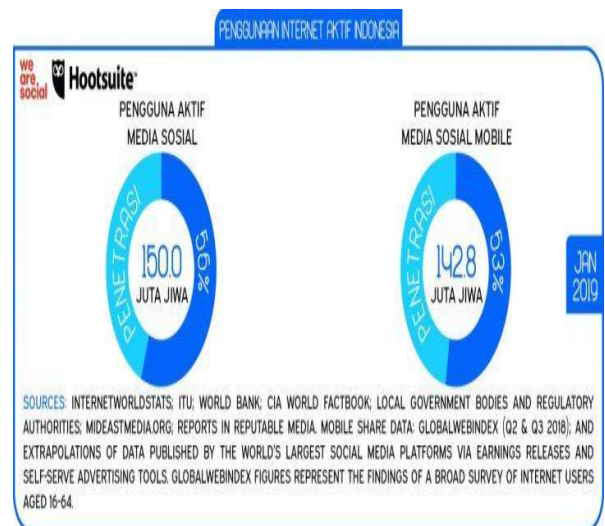
Table 3. The average percentage of participant questionnaires

Responden	IO	UT	EI	AU	TM	RW	WA	VH	WO	TC
Total Poin	192	198	198	181	184	184	188	180	186	196
Average (%)	80%	83%	83%	75%	77%	77%	78%	75%	78%	82%

From the results of this questionnaire we can see the percentage of Work Culture Effectiveness with Internet and Face-to-face applications are already in the Strongly Agree phase (the percentage shows that the average is more than 75%) can be applied in society.

This data is also validated by APTIKA KOMINFO with the percentage of active users as shown below, which was compiled in 2019 [4].

Figure 1. Use of Indonesia's Active Internet (APTIKA KOMINFO)



Data on the impact of internet use in Indonesia also tends to be high on social media in 2018 [5] alone the percentage level of social media use is as shown below,

Figure 2. Impact of Indonesian Internet Use (APTIKA KOMINFO)



DISCUSSION

This research only covers a small area of an environment, but if seen from the data validation per year the use of technology increases by more than 15% each year, efficiency, work effectiveness can still be done by adapting to technology, people's lifestyle, and also availability infrastructure. A productive work culture can still be applied to improvisation and innovation.

There is a declaration of a new work business process formulated for the situation *New Normal* with the name *Flexible Working Space (FWS)*. *Flexible working space* can be defined as setting the work patterns of employees that provide flexibility in the location of work during a certain period by maximizing information technology. If this FWS is implemented, there will of course be adjustments to trends in the way of working, such as:

1. The emergence of new types of work Organizational structures, companies, and new types of work appear to accommodate people and technology that change rapidly.

2. Workforce *multigenerational* and diverse
3. Not limited by the structure and where work can be carried out in any location and with flexible timing. The ratio of precarious workers increases.
4. Careers are determined by workers, not employers have more control over the career path.
5. The digitization and automation of technology simplify everyday work and connect workers efficiently.

Access to and data processing of increasingly massive data provides a better understanding of the behavior and quality of workers [6].

CONCLUSION

Adaptation and culture will always change from time to time. It needs to be underlined that every change will experience a crisis, however, behind this crisis, there are great lessons that can be taken for the benefit of future generations so that the countermeasures can be applied as best as possible and as efficiently as possible. In general, a crisis can be described as an unexpected event or unstable moment that has the potential to cause chaos and threatening change. Most experts also believe that crises can have a detrimental effect and damage the existing order. Therefore, it is necessary to make an effort to control the situation to reduce various bad risks in a better and positive direction.

Innovation plays an important role in all conditions, in general humans also always want results that continue to improve over time, and there are many options for keep working effectively and efficiently.

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