

Analysis of The Application Information Technology On Employee Work Productivity PT Rajendra Kesatria Perkasa Depok

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ABSTRACT

The rapid development of Information Technology (IT) has significantly influenced organizational performance, particularly in enhancing employee productivity, efficiency, and work quality. **This study focuses** on PT Rajendra Ksatria Perkasa in Depok with the aim of analyzing how the implementation of IT affects employee work productivity. A **qualitative research** design was employed through a case study approach combined with SWOT analysis, with data collected from in-depth interviews and relevant document analysis. **The findings** reveal that optimal utilization of IT contributes positively by increasing efficiency and strengthening team collaboration. Nevertheless, challenges remain, including the limited understanding among employees regarding effective technology use. Opportunities also arise as digital advancements provide broader access to innovation in the workplace, yet threats such as decreased focus due to uncontrolled use of technology must be anticipated. Overall, **the results** highlight the importance of strategic management in maximizing the benefits of IT while simultaneously addressing its potential weaknesses and risks. Furthermore, **the study provides** a foundation for future research on the broader implications of digitalization within organizational contexts.

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1. INTRODUCTION

The current era of modernization has brought with it the increasingly rapid development of IT. Advances in civilization have impacted human behavior. While previously information seeking relied on electronic and print media such as television, radio, and newspapers, online communication technologies are now increasingly used to search for information, enabling quick and easy access. Social media, characterized by its ease of communication and various internet and social networking activities, has become a new trend, evident in the behavior of today's society and young generation worldwide, especially in Indonesia.

IT encompasses everything related to the process, use as a tool, manipulation, and management of information. [1] explains that IT is related to information, namely the creation, processing, and distribution of information symbols. It includes the processing of data into information and the distribution of data or information across spatial and temporal boundaries [2]. IT, including internet-based information systems, plays a vital role in business. It can help all types of organizations improve the efficiency and effectiveness

of business processes, managerial decision-making, and workgroup collaboration, thereby strengthening their competitive position.

In a business, Human Resources (HR) are a very important asset. HR are expected to achieve business goals, so businesses must balance HR capacity fully, quickly, and optimally. In other words, the current generation can be called the Millennial generation, who are now active workers in the labor market and almost all of them are smartphone users aged between 20 and 39 years.

The growth of IT has influenced the development of social media lifestyles, which are expected to ensure good productivity and produce optimal business efficiency. Work productivity can achieve optimal results through several aspects such as work results, honesty, discipline, creativity, knowledge, leadership, personality, initiative, skills, and responsibility. The entry of the millennial generation into the workforce, however, poses a dilemma for companies because it risks declining productivity. IT can be used as a medium to increase productivity. In this increasingly advanced digital era, the world of work is experiencing significant major changes. Technology and innovation have changed the way work, interactions, and competition occur in the job market. Therefore, facing career challenges in the digital era is crucial for achieving career success [3].

Technology also impacts employee productivity, whether for the better or for the worse. Smartphones, for example, are incredibly helpful for users anytime and anywhere, and millennials are already familiar with this technology [4]. The social media platforms with the most users today are WhatsApp and Instagram, and recently the video app TikTok has become quite popular. However, social media use can also lead to harm and addiction if left unchecked [5]. Many TikTok videos show employees creating and uploading videos while working during office hours. This suggests that social media use can disrupt company operations. Disrupted operations can lead to problems within the company. Therefore, employees should be able to manage their time between work and personal matters.

The role of IT in a company includes helping management manage risks, reduce operational costs, provide more value, and create new forms of competition in cyberspace. In addition, appropriate implementation of IT supported by skilled HR can improve employee performance, which in turn enhances overall company performance [6]. According to [7], the use of information systems and IT significantly influences the development of employee potential and work productivity. Meanwhile, [8] concluded that IT and management control systems partially and significantly influence employee performance.

Advances in IT have become a key pillar transforming the way companies manage their businesses. In an era where information is more accessible and widely disseminated, IT has played a central role in shaping strategies, operations, and interactions with customers and business partners. IT enables companies to automate processes, collect and analyze data more quickly and accurately, and improve overall operational efficiency [9]. Digital transformation has shifted the business paradigm from one previously centered on manual processes to one that is more automated, faster, and digitally connected.

Change management is an important tool in managing organizational transformation, overcoming challenges, and responding to emerging opportunities [10]. By applying change management principles, companies can manage transitions in a more planned manner, reduce resistance to change, and ensure that implemented changes achieve the desired goals. Previous research by [11] examined the role of information and communication technology in implementing village information systems in the publication of village information in the era of globalization. Another study by [12] focused on the use of IT and organizational change management in supporting business.

The integration of IT into organizational practices is not only crucial for enhancing employee productivity but also contributes to the broader agenda of sustainable development. This is in line with the Sustainable Development Goals (SDGs), particularly SDG 8, which emphasizes promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all, as well as SDG 9, which focuses on fostering innovation and building resilient infrastructure [13]. The adoption of digital technologies enables companies to streamline processes, improve decision-making, and create innovative solutions that strengthen competitiveness while ensuring business sustainability. By embedding technology-driven strategies, organizations such as PT Rajendra Kesatria Perkasa can actively support global development priorities, demonstrating that digital transformation is not only an operational necessity but also a pathway toward achieving international development targets [14]. Based on the background of the problem above, the researcher is interested in researching: "Analysis of the Application of IT on Employee Work Productivity (Case Study at PT Rajendra Kesatria Perkasa Depok)."

2. LITERATURE REVIEW

The results of previous research will be very useful for the research will conduct. By reading previous studies conducted by others, the research can consider and identify similarities and differences in our own research to prevent plagiarism. They can also serve as reference material for our future research. The author used several previous studies from both national and international journals as references in conducting this research.

2.1. Work Productivity

In today's era of globalization, human resource issues have become a key focus for companies, primarily maintaining employee productivity. The demands of companies to maintain and manage high-quality HR are increasingly pressing due to the changing dynamics of the environment [15].

Employee productivity is a benchmark for every company in carrying out its business activities, both in terms of product quality and quantity. As is the case in today's trade competition, companies must strive for employee quality and welfare, which are the competitive edge for other companies [16]. Companies must not only have large capital to achieve their goals but also pay attention to other production factors, including nature, labor, and expertise. These factors cannot stand alone but must support each other to achieve goals effectively and efficiently [17].

Increasing efficiency and effectiveness is a key asset for management. The company's primary goal is to generate profits and excel in meeting consumer needs. Among these goals, the company is required to consistently produce high-quality products with sustainable utility [18]. Several factors can influence employee productivity, including motivation, individual work discipline, and an adequate work environment. Utilizing high-quality HR in the industrial sector is key to successfully achieving company goals [19]. Therefore, an employee with high motivation, work discipline, and the support of a comfortable and positive work environment will be able to perform their work according to maximum productivity targets [20].

2.2. Information Technology

IT is any interconnected equipment, system, or subsystem of equipment used in the automatic acquisition, storage, manipulation, management, movement, control, display, transfer, exchange, transmission, or reception of data or information [21]. IT is also commonly referred to as IT or infotech.

Experts have provided various definitions of IT according to their concepts and perspectives in seeing it [22]. IT, or in English known as IT is a general term for any technology that helps humans in creating, changing, storing, communicating and/or disseminating information as follows, "IT is a set of tools that help you work with information and perform tasks related to information processing". Based on several theories of IT above, in short, IT is a technology in the form of (hardware, software, useware) that is used to obtain, send, process, interpret, store, organize, and use data meaningfully to obtain quality information [23].

The development of information and communication technology has had a significant impact on various fields, including Human Resource Management (HRM). In the digital era, organizations must adapt quickly to change [24]. Technology not only simplifies HR administration tasks but also helps improve efficiency, productivity, and service quality. Therefore, the use of technology in HRM is crucial for organizational success [25].

According to [26], perceived ease of use of IT is the extent to which users believe that using IT will free them from effort. An indicator for measuring the concept of perceived ease of use of IT. Furthermore, the integration of IT into organizational processes not only supports operational efficiency but also fosters innovation by enabling real-time data analysis and decision-making. The strategic application of IT tools enhances communication and collaboration within teams, creating more agile and responsive business environments. As organizations face increasingly complex challenges, leveraging IT enables them to stay competitive by improving workflow automation, data management, and customer relationship management [27]. Moreover, IT can act as a catalyst for digital transformation, empowering businesses to adapt quickly to market changes and improve their overall performance.

2.3. Conceptual Framework

Conceptual framework serves as a guide for researchers in completing their research. A good conceptual framework will theoretically explain the relationship between the variables being studied. The research paradigm in this research can be described as show in Figure 1.

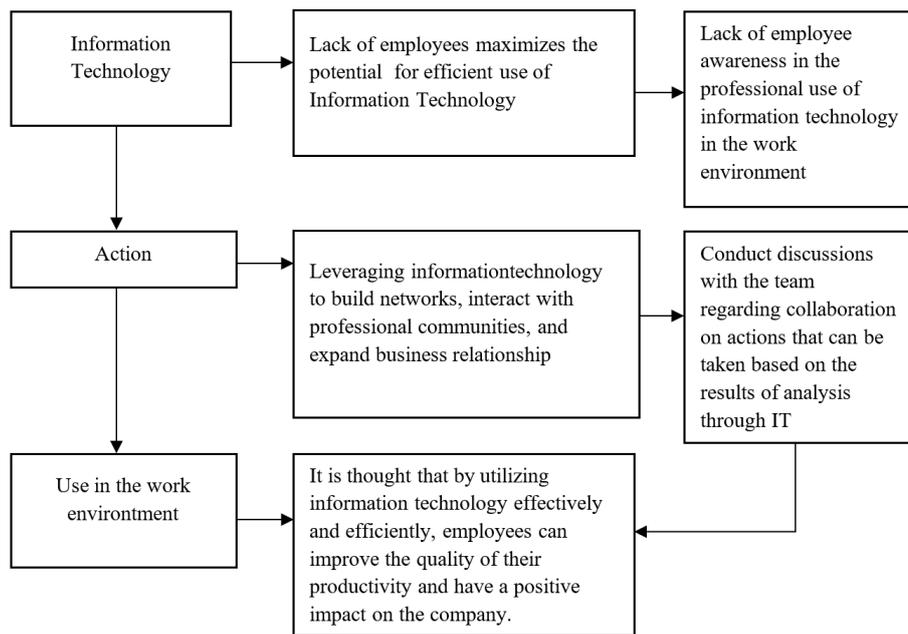


Figure 1. Conceptual Framework

As illustrated in Figure 1, the conceptual framework emphasizes that the success of IT implementation is closely related to employee awareness and its utilization in the work environment. When employees leverage IT through collaboration, professional networking, and the expansion of business relationships, productivity and organizational performance can be significantly improved. However, limited awareness or skills in applying IT may reduce its potential benefits. Thus, the framework highlights the necessity of aligning technological infrastructure with human resource readiness to ensure that digital transformation provides a positive contribution to both employee productivity and overall company competitiveness [28].

2.4. Research Proposition

A proportion is the ratio of the frequency of an event to the total number of possible occurrences. Sample proportions are often used in research to estimate proportions in a larger population. Based on the framework and theory underlying this research, the proportions are as follows:

- Analysis of the use or application of IT and the use of social media in the work environment of PT. Rajendra Kesatria Perkasa needs to be known regarding the impact it has on employees and the company.
- Identifying strengths, weaknesses, opportunities and threats to the implementation of IT and the use of social media in the PT. Rajendra Kesatria Perkasa work environment.

The propositions outlined above serve as the foundation for this study, providing direction in analyzing how IT and social media are applied in the workplace context of PT Rajendra Kesatria Perkasa [29]. By focusing on both the functional impact and the strategic challenges identified through SWOT analysis, the research is expected to generate a comprehensive understanding of the opportunities and threats posed by digital tools. This approach not only highlights the influence of technology on employee productivity but also underscores its broader implications for organizational performance and competitiveness [30].

3. RESEARCH METHOD

This type of research is qualitative research with a case study approach. Qualitative research methods emphasize deductive and inductive analysis and focus on exploring the dynamics of relationships between phenomena using scientific logic. According to [31], qualitative research methods utilize qualitative data, that is, data that is not in the form of numbers or quantities, but rather in the form of words, images, or symbols.

The purpose of descriptive research is to present a systematic and accurate picture of the facts and characteristics related to a particular population or study domain [32]. This research also attempts to describe situations or events that occur in the field.

4. RESULT AND DISCUSSION

The description of the research results is a breakdown of all the data obtained, including the analysis and discussion, which are the results of this research. Using the reduction process according to Sugiyono (2020:489-490), the data obtained has been summarized, highlighting important points, and focusing on relevant aspects.

After calculating the weights for each internal (IFAS) and external (EFAS) factor, the next step is to determine the most appropriate strategic alternative by determining the quadrant position on the SWOT analysis diagram [7]. Researchers will use the SWOT analysis diagram to determine the company's strategic position, whether it is located in quadrants 1, 2, 3, or 4. The goal is to identify whether the company's strategy is aggressive, diversified, turn-around, or defensive. The following is a SWOT diagram from PT Rajendra Kesatria Perkasa.

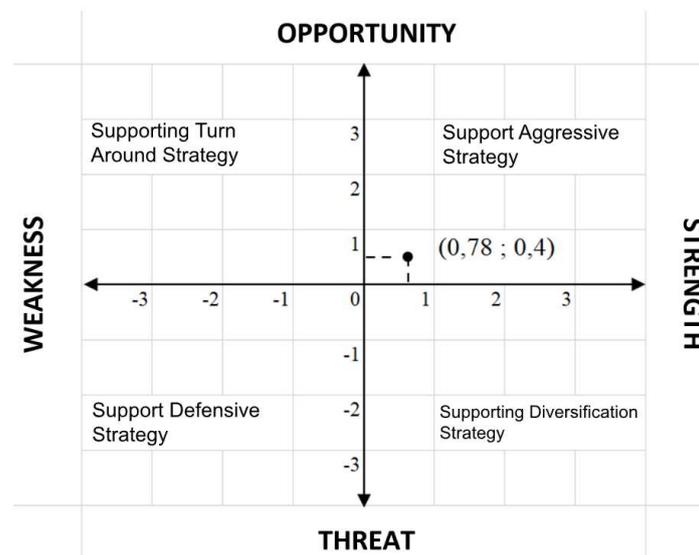


Figure 2. Conceptual Framework

Based on the SWOT analysis diagram in Figure 2, PT Rajendra Kesatria Perkasa is in quadrant 1, which is a position that supports an aggressive strategy [33]. This company has solid internal strengths, which serve as a strong foundation to support the growth strategy that is its main focus. The implementation of the SO strategy described previously will further strengthen the company's competitiveness and encourage sustainable business growth [34]. This strategy includes expansion, digital innovation, increased operational efficiency, and technological security [35]. In his book, Rangkuti (2016:20-21) explains that this position is very profitable because in this position the company takes advantage of existing opportunities [36]. Therefore, the strategy that must be applied in this position is to support an aggressive growth policy (growth-oriented strategy). After finding the strategic position of PT Rajendra Kesatria Perkasa which is in quadrant 1, namely the SO strategy, the researcher has combined the strengths with opportunities owned by the Company to increase Employee Work Productivity [37].

The researcher explains the SO strategy, focusing on using social media and interactive technology to improve communication and foster innovation [38]. It emphasizes leveraging technology infrastructure for flexible, digital-based work models to maximize productivity. The strategy also highlights the importance of tailored technology-based training to boost employee productivity and adaptability, as well as forming strategic partnerships with technology providers to integrate innovations and strengthen the company's market position [39].

4.1. Using social media and interactive technology to improve communication and connections between divisions to accelerate innovation

In the ever-evolving digital era, the ability to communicate effectively and efficiently across teams is a key factor in creating an innovative and responsive work environment [40]. Social media, a platform familiar to many employees, offers a way to foster more open and informative dialogue.

4.2. Leverage effective technology infrastructure to enable flexible digital-based work models for employees to maximize productivity

With rapid technological advancements, companies have the opportunity to utilize various digital tools and platforms that facilitate collaboration, communication, and increased work efficiency [41]. Utilizing appropriate technology not only supports remote work but also fosters a culture of innovation necessary to address today's business challenges. By leveraging technology, PT Rajendra Kesatria Perkasa is able to build a more dynamic and responsive work environment.

4.3. Develop technology-based training tailored to individual needs to increase employee productivity

Developing technology-based training tailored to individual needs to increase employee productivity is a critical step in creating a capable and adaptable workforce [42]. At PT Rajendra Kesatria Perkasa, this approach not only helps employees develop the skills they need but also creates a culture of continuous learning within the organization.

4.4. Establish strategic partnerships with technology providers or training institutions

By establishing strategic partnerships with technology providers and training institutions, PT Rajendra Kesatria Perkasa will be able to integrate the latest technology and relevant training curricula into its operations. Through this collaborative approach, PT Rajendra Kesatria Perkasa will be better prepared to compete in the evolving energy market and strengthen its position as an industry leader.

4.5. Using social media platforms to accelerate digital transformation and increase company competitiveness

By effectively utilizing social media platforms, PT Rajendra Kesatria Perkasa can accelerate its digital transformation and increase its competitiveness in the market. A strong social media presence will help the company build a solid brand, engage directly with customers, and gain valuable market insights [43]. In the ever-evolving digital era, the right social media strategy is not only a marketing tool, but also the key to creating innovation and strengthening a company's position in the digital marketing media industry.

The comprehensive SO strategy presented above demonstrates how PT Rajendra Kesatria Perkasa can effectively harness internal strengths to capitalize on external opportunities in the digital era [44]. By combining social media utilization, flexible technological infrastructure, tailored training programs, and strategic partnerships, the company is positioned to foster innovation, enhance employee productivity, and strengthen competitiveness in the industry [45]. This integrated approach not only ensures organizational adaptability in responding to technological advancements but also provides a sustainable pathway for long-term growth and leadership within the digital marketing media sector.

5. MANAGERIAL IMPLICATIONS

Management can improve by implementing the Strengths Opportunities (SO) strategy, which the researcher analyzed using a SWOT analysis. This involves effectively and efficiently using IT to create an innovative work environment that is responsive to developments in digital technology. Utilizing effective technological infrastructure to enable flexible, digital-based work models for employees to maximize productivity. Developing technology-based training tailored to individual needs to increase employee productivity. Establishing strategic partnerships with technology providers or training institutions. Using social media platforms to accelerate digital transformation and increase company competitiveness.

The strategies presented by the researcher are short-term strategies that may be relevant for the next 1-3 years, given the rapid changes in the digital world, which also impact the needs of the company and employees of PT Rajendra Kesatria Perkasa. There are also long-term strategies that can be implemented permanently. The company also needs to create or define new strategies related to the company's condition after the next 1-3 years so that the company can continue to survive and continue to strengthen its competitive value amidst competition against competitors, thereby increasing the purchasing decisions of potential service users.

6. CONCLUSION

The analysis of internal factors (IFAS) and external factors (EFAS) at PT Rajendra Kesatria Perkasa reveals that the company holds a highly advantageous position in the market. Based on the evaluation of weights and ratings, the IFAS value reached 0.78, while the EFAS value stood at 0.4, placing the company in quadrant I. This indicates that PT Rajendra Kesatria Perkasa possesses strong internal strengths and promising external opportunities that can be strategically leveraged to enhance its competitiveness.

Given this advantageous position, the company is advised to prioritize the implementation of the SO strategy. This strategic direction underscores the importance of capitalizing on the company's internal strengths to seize market opportunities. The primary focus of this strategy includes business expansion, digital innovation, operational efficiency improvement, and the enhancement of technological security to ensure the company remains competitive in an increasingly dynamic market.

The adoption of this strategy is expected to further strengthen PT Rajendra Kesatria Perkasa's competitive edge in the digital marketing media industry. Furthermore, it offers a clear path for sustainable growth by integrating technological advancements, maximizing human resource potential, and adapting to emerging market trends. This strategic approach ensures that the company not only maintains its leadership position but also builds long-term resilience in the face of rapid digital transformation. With a strong focus on innovation and adaptation, the company will be better positioned to tackle future challenges and sustain long-term success.

7. DECLARATIONS

7.1. About Authors

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7.2. Author Contributions

Conceptualization: RS; Methodology: RS; Software: RS; Validation: RS; Formal Analysis: RS; Investigation: RS; Resources: RS; Data Curation: RS; Writing Original Draft Preparation: RS; Writing Review and Editing: RS; Visualization: RS; All authors, RS, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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The authors received no financial support for the research, authorship, and/or publication of this article.

7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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