

Analysis of Work Motivation in Increasing the Productivity of RRI Medan Employee Performance

Miranda ¹, Wahyu Syarvina ²

Prodi Manajemen, Fakultas Ekonomi dan Bisnis Islam
Universitas Islam Negeri Sumatera Utara

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ABSTRACT

This research aims to determine the motivation used to increase employee productivity at LPP RRI Medan and the efforts made by organizations or companies to motivate their employees. The research results show that LPP RRI Medan provides motivation to its employees in two ways, namely materially and non-materially, but when implemented, it is inconsistent in providing work motivation to its employees. This incident resulted in many employees who were not motivated to do their jobs well. Efforts taken include not being too harsh in criticizing and correcting employees, for example, when an employee makes a mistake, the head of the company should reprimand them properly and direct the employee to make improvements. Then often carry out controls during working hours so that employees feel cared for and they feel motivated by the presence of the head of the company or organization. This study uses a qualitative method. Research is carried out directly in the field or object where all data is collected by observation and interviews.

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Corresponding Author:

Miranda

Universitas Islam Negeri Sumatera Utara

Email: mirandaaa@gmail.com

INTRODUCTION

The company has an operating system in it. Human Resources have potential that essentially requires an approach with humans. Based on basic principles, the first Human Resources (HR) is something most valuable, the most important must be owned by a company. Both successes can be achieved or achieved if the policies or provisions related to the humans of the company are interconnected to provide a strategic plan and achieve the goals of the company. Third, company values and culture can have a great influence on managerial behavior in achieving the best results. (Hamali 2016).

The ability of a company to produce goods can be increased by the enthusiasm and interest of its employees. Now, nurture them well, guide them, and help them grow while appreciating their contributions as executors of the company and achieving their goals. Companies or organizations can run well and achieve the specified goals if their employees have high morale. We can see the enthusiasm and loyalty of them feeling comfortable with their work. Employees of a company will give more attention, skills, and imagination to the work they do. So a motivator is needed for employees in the form of meeting physical and non-physical needs. If these needs have been met,

employees will be more enthusiastic and more willing to do their duties well. Duties and responsibilities become the most important goals for employees in achieving better goals and the results achieved can increase. Thus employees need a drive or motivation in carrying out activities in their company.

Motivation is an important thing because it supports and helps human behavior so that they want to be enthusiastic and vigorous in achieving something determined. Motivation is referred to as encouragement because motivation is an important factor when doing work optimally. If employee performance can be produced with the aim of the organization, it is because every job is carried out optimally. Employees who do a good job and achieve targeted goals are self-conscious and they receive encouragement from others. As expressed by Hasibuan (sutrismo, 2017) "suggests that motivation is a stimulant of one's desire and driving force of willingness to work because each motive has a certain goal to be achieved".

Work productivity will be achieved when staff members are authorized to complete projects or work that are their responsibility while inspiring and motivating other employees.

Radio Republik Indonesia (RRI) Medan is a Public Broadcasting Institution that functions to provide information broadcast services, education, healthy entertainment, social control, and maintain a positive image of the nation in the international world. To continue to stand, RRI updates so that they are no less competitive with other information broadcasts, especially in today's era which is all digital. From the development of that era, RRI made an application called RRI Play Go. On the RRI Play Go application, people can watch their favorite programs that are broadcast live, there are 188 live streaming radio channels, more than 500 thousand collections of songs, the latest news updates, podcasts that compile playlists as desired and connected to parliament TV and RRI Net.

The problem or problem that is usually faced by organizations or companies is to find out how the best strategy or way that must be practiced to get mobilization and can increase the work productivity of its employees so that they are always responsible and do their duties consciously very well, therefore employees have different wills so that company leaders must understand and understand the wishes of their employees in LPP RRI Medan. If the wishes of employees have been fulfilled, they will do their jobs well and they are also more enthusiastic in doing their duties so that they can do the tasks charged, and they also can cooperate and they will be more disciplined and obey the rules in an organization or company.

From the background explanation above, the author is interested in conducting a research entitled "Analysis of Work Motivation in Increasing the Performance Productivity of RRI Medan Employees".

METHOD

In this study, the method used was a descriptive method with a qualitative approach. With this descriptive method, researchers explore overall work motivation in increasing employee performance productivity at LPP RRI Medan. The data were collected by interviews and direct observation to the field. This research is also assisted by the literature study method where the work is assisted by previous research to complete this journal. The source of this research was chosen in line with the analysis of work motivation in increasing the productivity of RRI Medan's employee performance.

RESULTS AND DISCUSSION

Goldbreg (1993) researched ability and together contributed to performance. The focus of this study is aimed at a person's personality, which suggests that a trait called awareness and a deep sense of responsibility can represent motivation.

LPP RRI Medan needs a motivational role as an encouragement for employees to continue to excel at work. LPP RRI Medan motivates to increase the productivity of employee performance for the company. Presatasi can improve the work climate of employees who will be better so that it can encourage transparent attitudes from both employees and leaders. A job is done well if employees have a sense of peace and peace and will produce a good performance. If the motivation of employees

is not considered, then the company will experience disruptions or problems that can cause the goals of an organization or company not to be achieved.

In essence, no company demands that its employees be smart, attractive, or skilled, the most important thing is that they are motivated to work hard and eager to produce the best possible work. For employees to fulfill their responsibilities, leaders must make every effort to ensure that they are highly motivated. The importance of the role of motivation is to encourage and raise the morale of employees to be willing to work hard and provide all ideas, skills, and abilities to realize the goals of the organization or company. Employees who are directed by leaders to provide work motivation will create conditions where employees get inspiration to work well or what is called working hard. Employees of an organization or company are one form of requirement to produce performance to be achieved consistently.

Leaders will implement a leadership approach that illustrates an awareness that improving performance through employees is the most important part that cannot be replaced to achieve organizational or company goals. The motivation given to company employees varies according to their position and education. Employee motivation is carried out to provide time or opportunity and overall responsibility for employees who are willing to make decisions in completing their duties. Motivation is very important for employees, therefore with motivation, it is very necessary to be able to work hard and be enthusiastic in achieving the specified goals. Motivation is an encouragement that makes employees enthusiastic at work, and an inspiration for employees so that excellent working relationships are established between employees and leaders so that the goals of an organization or company can be achieved optimally.

If a goal can be achieved, it will provide many benefits, whether it is material or non-material, therefore the leader of a company or organization must strive to motivate its employees for continuity in achieving a company or organizational goal. In this study, the author used interview techniques and direct observation at the research site at LPP RRI Medan. Interviews were conducted to obtain data directly from the objects needed, as well as observations were used to strengthen data from the methods used in LPP RRI Medan. From the information obtained by the author on LPP RRI Medan, several problems arise in the study such as:

1. How can work motivation be done to increase the productivity of employee performance at LPP RRI Medan?

First of all, the efforts made by LPP RRI Medan to motivate its employees are carried out in two ways, namely materially and non-materially, but when the implementation is carried out, there is an imbalance called LPP RRI Medan, which is inconsistent in the implementation of providing work motivation to its employees. The incident caused many employees who were not motivated to do their jobs well. The Head of LPP RRI Medan must be able to motivate so that his employees can do their jobs well with the right motivational means for each employee. LPP RRI Medan provides work motivation to its employees in the form of material and non-material, material forms such as overtime pay while non-material such as praise and providing comfort to employees at work.

Furthermore, LPP RRI Medan also motivates in the form of positive motivation. The purpose of the Head of LPP RRI Medan provide positive motivation because it is to influence employees so that they run something or business LPP RRI Medan wants by giving surprises or gifts. Indirect motivation is also provided by LPP RRI Medan in the form of facilities that help and encourage smooth work so that employees are comfortable and enthusiastic when doing their work. Indirect motivation provided by LPP RRI Medan such as the need for tools or machines needed by employees to be used in mass work such as laptops and so on.

The Head of LPP RRI Medan uses this method as a motivation for employees to provide significant benefits in motivating all employees to be enthusiastic in doing work. From the observations, it can be seen that LPP RRI Medan provides good motivation so that employees can complete their work well and on time.

2. What efforts do organizations or companies make to motivate LPP RRI Medan employees?

From the results of interviews conducted by researchers with LPP RRI Medan employees, the company strives to motivate its employees, efforts made such as not being too harsh in criticizing and correcting employees, for example when employees make mistakes, the head of the company should reprimand well and direct employees to make improvements. Then often control during working hours so that employees feel cared for and they feel motivated by the presence of the Head of the company or organization.

DISCUSSION

The data analysis used by researchers is qualitative analysis, which uses interview or observation techniques with employees of LPP RRI Medan company and answering questions such as what, megapa, and how. This study uses methods in the form of text and narrative.

The method in this study requires subjective data. The qualitative data analysis method is a method of processing data in depth and researchers collect data from interviews or observations, observations, and literature. Why researchers choose to use this method because of the depth of the results from the analysis. Another reason is that this is the added value of qualitative analysis, where researchers play an important role in the analysis process as part of the researcher's research tools and materials.

We can see from several descriptions of the implementation of work motivation and the efforts made by LPP RRI Medan in increasing employee motivation so researchers can conclude the efforts that must be carried out in increasing employee performance productivity at LPP RRI Medan, including the following:

1. How can work motivation be done to increase the productivity of employee performance at LPP RRI Medan?

To achieve success in increasing motivation, the most important is the role of LPP RRI Medan employees. In an organization or company where employees have increased productivity, it will make it easier for the organization or company to achieve maximum goals. Therefore, organizations or companies must pay more attention to the productivity of employee performance well, so LPP RRI Medan should do several ways to increase employee productivity:

- a. Make a plan. Make plans to make it easier for employees to determine strategic steps to achieve a predetermined goal. In a plan or plan, there is a timeline that is useful for students in doing their work, how to determine the method of doing a good job used, what is needed, and what goals will be achieved to meet the wishes of an organization or company.
- b. Focus on one priority. Focusing on one priority is basically in a job there is called a priority but each employee has different priorities depending on how the work needs of the employees. However, priorities are usually assigned to the most important goals. So these goals that are included in the priority category can be done at the earliest by LPP RRI Medan employees. After the main target is completed, employees can place the type of work on the next priority scale. From how to focus work on one priority, employees must be careful in determining which work is a priority and which is not.
- c. Avoid distractions. In doing a job when there is interference for employees, therefore employees must avoid potential interference in doing a job. These disorders can be caused by several factors, namely external factors and internal factors. External factors such as situations that do not support optimal work. Internal factors such as wanting to do work that is not your job and not your responsibility.
- d. Evaluate. Evaluation can be done after completing a job. Evaluation can find out problems that may occur, as a way to determine effective strategies and make good plans for future periods.

2. What efforts do organizations or companies make to motivate LPP RRI Medan employees?

- a. Give appreciation. In the world of work, to be able to achieve the specified goals there must be motivation so that the work done does not feel heavy and light steps to do it. For example,

- there is appreciation from both leaders and fellow employees in a company. Appreciation can be in the form of praise, bonuses, thanks, and other appreciation.
- b. Be an example and role model. In a company, the leader or manager is in the spotlight for his employees. Therefore, leaders must model how to be professional and reliable. Leaders can't always demand their employees to be better. That way leaders can become examples or role models in an organization or company for their employees.
 - c. Welcome with employees. Leaders should receive employee opinions about the progress of the work done or even complaints about the work done. That way leaders and employees can negotiate the problem to get a solution to overcome it. In this way, employees feel appreciated for what they do and they are enthusiastic in doing their work to achieve maximum results.
 - d. Positive work environment. A positive work environment is very helpful for employees to upgrade their performance for the better. A positive environment can be started by maintaining a culture in the company such as integrity, loyalty, and good communication.

CONCLUSION

RRI Medan is an Indonesian radio republic broadcasting institution that has the function of providing information, education, entertainment, and so on. LPP RRI Medan motivates its employees in two ways, namely materially and non-materially, but when the implementation is carried out, there has been an imbalance, or called LPP RRI Medan is inconsistent in the implementation of providing work motivation to its employees. The incident caused many employees who were not motivated to do their jobs well. LPP RRI Medan also strives to motivate its employees, efforts made such as not being too harsh in criticizing and correcting employees, for example when employees make mistakes, the Head of the company should reprimand well and direct employees to make improvements. Then often control during working hours so that employees feel cared for and they feel motivated by the presence of the Head of the company or organization.

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