Organizational Culture on Terkini.id: Communication and information technology adaptation

Rasni Gani1*, Tuti Bahfiarti2, Muhammad Farid3
123Master of Communication Science, Universitas Hasanuddin, Makassar, Indonesia
Koresponding Email: Rasniganitribun@gmail.com, Tutibahfiarti@yahoo.com, farid_emsil@yahoo.com

ABSTRAK

Tujuan penelitian ini untuk menganalisis budaya organisasi yang mengadopsi penggunaan teknologi komunikasi dan informasi. Penelitian ini menggunakan jenis studi kasus yang berfokus pada organisasi media online Terkini.id (Makassar Terkini). Metode penelitian yaitu kualitatif dengan sumber data dikumpulkan melalui dokumentasi dan wawancara. Informan penelitian yaitu para karyawan di media online Terkini.id (Makassar Terkini). Temuan studi ini menunjukkan bahwa dengan kemajuan teknologi informasi dan komunikasi telah menjembatani sebuah adaptasi baru di dalam budaya organisasi seperti di Terkini.id. Diketahui bahwa Terkini.id memaksimalkan penggunaan aplikasi pesan instan dengan WhatsApp. WhatsApp digunakan untuk koordinasi antarkaryawan dan karyawan dengan pimpinan. Itu berkontribusi untuk membentuk dan menjaga komunikasi internal Terkini.id. Selain itu, penggunaan aplikasi konverensi online seperti Zoom juga membentuk budaya organisasi dalam mendiskusikan dan mengakomodir pertemuan rutin. Praktik dalam mengadaptasi kemajuan teknologi tersebut memunculkan budaya organisasi baru di Terkini.id. Kontribusi penelitian ini untuk perkembangan studi berikutnya yang relevan, terutama dapat diadopsi oleh perusahaan atau organisasi lainnya. Kekurangan studi ini terletak pada metode yang hanya mengandalkan sumber data dari platform tertentu, sehingga diperlukan penelitian lainnya yang mengeksplorasi platform lainnya selain WhatsApp dan Zoom.

Kata kunci: Budaya organisasi, adaptasi teknologi, WhatsApp, Zoom

ABSTRACT

This study aims to analyze organizational culture that adopts the use of communication and information technology. This research uses a case study focusing on the online media organization Terkini.id (Makassar Terkini). The research method is qualitative, with data sources collected through documentation and interviews. Research informants, namely employees at Media Online Terkini.id (Makassar Terkini). The findings of this study indicate that the advancement of information and communication technology has bridged a new adaptation in organizational cultures, such as in Terkini.id. It is known that Terkini.id maximize the use of instant messaging applications with WhatsApp. WhatsApp is used for coordination between employees and employees with leaders. It contributes to establishing and maintaining Terkini.id's internal communications. In addition, online conference applications such as Zoom also form an organizational culture in discussing and accommodating regular meetings. The practice of adapting to technological advances has led to a new organizational culture at Terkini.id. The contribution of this research to the development of relevant subsequent studies, especially if companies or other organizations can adopt it. The weakness

of this study lies in the method, which only relies on data sources from specific platforms, so further research is needed that explores platforms other than WhatsApp and Zoom.

Keywords: *Organizational culture, technology adaptation, WhatsApp, Zoom*

BACKGROUND

The progress of the era has encouraged many people to adapt to opportunities from developments in communication and information technology (Shan et al., 2019; Ganlin et al., 2021). Communication and information technology has experienced rapid development in the last few decades (Zhang et al., 2016; Armenta-Medina et al., 2020). Some examples are the Internet, which accommodates the speed and ease of communicating through various devices such as computers and cell phones. Communication technologies that rely on the Internet can also form social networks like today's social media platforms. It allows people to interact and communicate widely (Jubba et al., 2020; Baharuddin et al., 2021; Atzori et al., 2012; Widayat et al., 2022).

Technological developments are also facilitated by the emergence of instant messaging applications such as WhatsApp (Dodds, 2019). WhatsApp is an instant messaging application that allows users to send text, voice, photos, videos and documents to individuals or groups (Wijnberg & Le-Khac, 2021). This app is available for mobile devices such as Android phones, iPhones, and computers with web browsers. WhatsApp uses an internet connection to send and receive messages, including phone call communications (Wijnberg & Le-Khac, 2021). This application has more than 2 billion active monthly users and is one of the world's most popular instant messaging applications (Iqbal, 2023).

Not only WhatsApp the dominant use adapted in human life is the zoom meeting application. Zoom is a tool that makes it possible to conduct video and audio conferencing. Zoom brings together cloud video conferencing and simple online meetings. The zoom app helps face-to-face remote communication (Katz & Kedem-Yemini, 2021). The zoom application has become popular in organizations, agencies and companies (Alfadda & Mahdi, 2021; Hilal et al., 2022). It shows that advances in communication technology offer new opportunities for adoption (Archibald et al., 2019).

Advances in communication and information technology relying on the Internet, coupled with supporting applications such as WhatsApp and Zoom, have made it easier for interactions between individuals or organizations to carry out their work routines or activities (Kapoor et al., 2018; Kapoor et al., 2018; McArthur, 2022). Communication is an essential aspect of an organization, so advances in communication and information technology are very relevant for use (Nisar et al., 2019). Information and communication technology significantly impact organizational culture, including communication openness and flexibility (Moreno-Enguix et al., 2019; Roztocki et al., 2019; Lucas & Olson, 1994). Therefore, organizations must consider the impact of communication technology on organizational culture and ensure that technology

is used wisely to reinforce a positive culture. Organizational communication becomes more assisted by the adaptation to the use of communication and information technology.

Conceptually, organizational communication is creating and exchanging messages within a network of relationships (Jones et al., 2004). Not only from individual employees and employees but more broadly including internal communication, human relations, and management association relations, to the basis of communication flows (Goldhaber et al., 1978). Organizational communication also significantly contributes to long-term success (Atouba et al., 2019). If there is no communication, fellow employees or organization members within a company will not know what other colleagues are doing. That will hamper the work process within the organization (Odine, 2015; Rahimnia & Molavi, 2020).

Communication within the organization is essential to accommodate the exchange of messages to create a dynamic environment (Mease, 2021). It influences organizational culture (Upadhyay & Kumar, 2020). Organizational culture is defined as guidelines derived from shared values, attitudes and practices. It is also identified as a characteristic of an organization (Calori & Sarnin, 1991). Organizational culture refers to employees' attitudes and behaviours that can affect their functioning and total well-being (Dimitrios & Athanasios, 2014). That means organizational communication attaches to organizational culture (Brown & Starkey, 1994). Currently, corporate organizations are experiencing pressure and high work intensity because they are required to be more mobile

Media companies have high work pressure, so stability is needed to maintain this intensity. Media companies like Terkini.id also have high work pressure in carrying out their work routines. This tendency requires an effective form of communication within the organization. The use of technology in an organization is also identified as a new organizational culture. It requires an adaptation process from the individual or the Terkini.id organization. Terkini.id is a media company in Makassar City. Terkini.id presents news about lifestyle, entertainment, sports and other popular news. Terkini.id is a company known for its local and national coverage. Terkini.id is one of the companies that has thoroughly transformed from print media to online media (Terkini.id, 2023).

This research aims to determine the organizational culture of the online media Terkini.id (Makassar Terkini) relies on instant messaging applications such as WhatsApp and online conferencing such as Zoom in work activities. Several research questions were formulated: (a) What is the function of the WhatsApp application in Terkini.id (Makassar Terkini). (b) How does the Zoom application function in Terkini.id (Makassar Terkini). These two questions make it possible to know the new organizational culture of Media Online Terkini.id (Makassar Terkini), which adopts and relies on advances in communication and information technology such as the WhatsApp and Zoom applications in carrying out its work.

METHODOLOGY

This research uses a case study type that only focuses on online media organizations (Makassar Terkini). The research method is qualitative, with data sources collected through

documentation and interviews. Research informants are journalists in online media such as Terkini.id (Makassar Terkini). The results of interviews with informants will be examined for use in this article. This means that not all opinions will be displayed. Only information from informants considered relevant or can represent information from other informal sources is used. The rationale for using this method is that researchers want to know about phenomena in new organizational cultures that rely on the WhatsApp and Zoom applications in Terkini.id (Makassar Terkini) online media organization. The collected data were then analyzed to answer several research questions.

RESULTS AND DISCUSSION

The use of the WhatsApp dan Zoom application in Online Media organizations Terkini.id. Adaptation of the use of communication and information technology in the Terkini.id organization is identified in the use of the WhatsApp application. Adaptations to WhatsApp have been used more intensively since the Covid-19 pandemic. It helps coordination between employees or employees with their leaders.

The statement from the employee, who is also known as the Terkini.id content writer (Ml). The informant explained that:

"Currently, coordination is often carried out through the WhatsApp application, especially in the WhatsApp Group. That is quite helpful and makes it easier to communicate. As young people, it is also in line with our routines and activities outside of work" (29 August 2022).

Based on this information, it is known that the use of the WhatsApp application within Terkini.id organization received a positive response from its employees. The WhatsApp application is helpful for work routines, especially in coordinating all interests within an organization or company.

The statement from other employees who are also Terkini.id (LS) content writers. The informant explained that:

"So far, if there is a new issue, it will be disseminated on the office's WhatsApp Group. This makes it easier for us to work. Through the WhatsApp application, we also coordinate with superiors regarding the results of edited news related to typing errors or misinterpretations of news" (29 August 2022).

Based on this information, it is known that apart from using the WhatsApp application to interact with employees, it is also used to coordinate directly with leaders. That facilitates work activities in Terkini.id. The goal is also to ensure further all work is reviewed beforehand. The following is a screenshot of the WhatsApp application on Terkini.id:

Figure 1. Using the WhatsApp application at Terkini.id

Source: Researcher documentation, 2022

Figure 1 shows that Terkini.id uses WhatsApp to maximize group creation. Creating a WhatsApp Group to accommodate information and communication between group members. The WhatsApp group was created on February 8, 2021. WhatsApp groups are instrumental in sharing information quickly and saving time (Udem et al., 2020).

Apart from using the WhatsApp application, they also use Zoom to communicate. Adaptation of the use of Zoom in Terkini.id is carried out twice a week. The first meeting using Zoom was devoted to discussing company strategy and targets. The second meeting was devoted to online counselling.

Information from other Terkini.id employees (YP) explains that weekly meetings usually use the Zoom application. This moment is a momentum for employees and others to discuss and exchange information.

 "Everyone is eagerly waiting for the weekly meeting because it is a happy moment for us writers. For those who reach the target audience or the target number of news items, they will receive a reward" (29 August 2022).

Based on this information, it is known that Terkini.id also relies on other platforms, such as the Zoom application, to transfer information with online conferencing. The online conference by Terkini.id helps maintain interaction within the organization. The Zoom platform can be adapted to host activities and meetings. Activities relying on the Zoom application can also reduce costs and minimize travel risks (Gray et al., 2020; Anene & Idiedo, 2021). The following is a screenshot of Terkini.id's activities using the Zoom application:

Figure 2. Using the Zoom application at Terkini.id
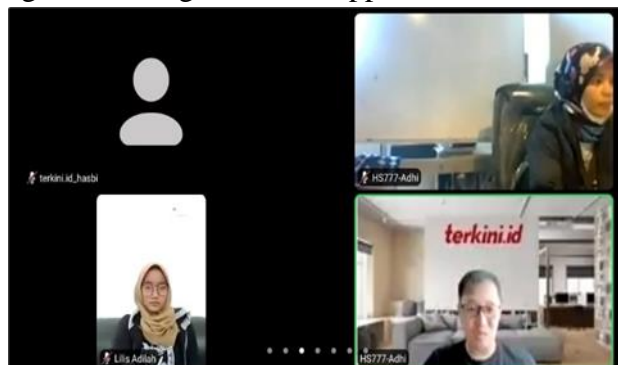
Source: Researcher documentation, 2022

Figure 2 shows that Terkini.id uses Zoom to accommodate weekly meetings. Zoom connects several members or employees within Terkini.id to share performance information. Generally, employees will discuss the latest news issues, technical field work, sharing sessions, company business, and business developments. In addition, it is also used for the performance evaluation process, discussing employees' constraints in their daily work. The rest discuss personal and family conditions at home. The form is a kind of personal counselling with human resources.

Following the statement from the chief editor or editor-in-chief of Terkini.id, namely (HZ). The informant explained that Zoom meetings are also used to get to know more emotionally with other employees.

"We try to make employees able to express their feelings to representatives of the organization so that superiors can understand the employee's condition more deeply regularly. If the management of other companies is afraid of full online working conditions, we have thought of a solution through private counselling activities every week. The leadership pays attention to employees' welfare and psychological condition while working. So every week, we have a meeting for employees to vent about work and personal activities" (July 18, 2022).

Adapt the use of the WhatsApp and Zoom applications at Terkini.id

This study maps the usability functions of applications adopted by Terkini.id, including the use of the WhatsApp and Zoom applications. WhatsApp facilitates Terkini.id's internal communication by creating group chats on WhatsApp and sending text messages, pictures, videos and files so that group members can access information about the organization. Besides that, Whatsapp can also send notifications or essential information about the work of Terkini.id organization. It is also helpful to maintain the intensity of discussion and evaluation together. Whatsapp was also chosen to coordinate and plan future programs. The advantages of Whatsapp are also helpful in documenting and archiving employee or leadership conversations. The adaptation of the application adopted by Terkini.id by using the Zoom application functions to facilitate virtual meetings, presentations and evaluations, real-time group discussions, questions and answers between employees and superiors, monitoring and evaluation, as well as accommodating remote coordination and planning. This shows that

Terkini.id does not only have products in the form of online news but also company management with the application of an online system in work processes. Since the pandemic hit in 2020, employees don't have to go to the office. Most importantly, the duties and obligations of employees are fulfilled.

Behind the convenience in digital, Terkini.id (Makassar Terkini) has rethought a solution to maintain communication which has been an essential point in the company. That is because there are consequences if employees are scattered in various regions. That makes it difficult to have face-to-face moments offline or in person. Several activities to gather together offline can no longer be carried out because it will burden specific individuals due to distance and time issues. Therefore, Terkini.id (Makassar Terkini) has an innovative way of maintaining communication within the organization by doing it online, as outlined in the new organizational culture.

CONCLUSION

The findings of this study indicate that the advancement of information and communication technology has bridged a new adaptation in organizational cultures, such as in Terkini.id (Makassar Terkini). Terkini.id maximize the use of instant messaging applications with WhatsApp. WhatsApp is used for coordination between employees and employees with leaders. It contributes to establishing and maintaining Terkini.id's internal communications. In addition, online conference applications such as Zoom also form an organizational allegiance in discussing and accommodating regular meetings. The contribution of this research to the development of relevant subsequent studies, especially if companies or other organizations can adopt it. The weakness of this study lies in the method, which only relies on data sources from specific platforms, so further research is needed that explores platforms other than WhatsApp and Zoom.

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