

GROUNDRED THEORY APPROACH : EMPLOYEE PERCEPTIONS OF SOCIAL MEDIA TO SUPPORT WORK PRODUCTIVITY

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Abstract. Social media has become an important part of people's lives, including employees in the workplace. This research aims to examine employee perceptions regarding the influencing factors of social media to support work productivity. This research uses a Grounded Theory approach with in-depth interview methods with 5 employees at a private company in Jakarta. The research population is employees at the company, while the research sample is 5 employees selected purposively. The research results show that there are three factors influencing social media to support work productivity, namely motivation factors, information factors and interaction factors. Motivational factors include motivation to work better, motivation to learn new things, and motivation to socialize with coworkers. Motivation to work better is influenced by information obtained from social media, while motivation to learn new things and socialize with colleagues is influenced by interactions carried out via social media. Information factors include faster and more accurate access to information, and ease of communicating with colleagues. Faster and more accurate access to information can increase employee work productivity, while ease in communicating with colleagues can increase employee collaboration and creativity. Interaction factors include increased collaboration between employees, and increased creativity and innovation. Increasing collaboration between employees can increase work productivity, while increasing

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creativity and innovation can improve the quality of employee work. The results of this research can be used by organizations to develop strategies for effective use of social media to increase employee work productivity.

Keywords: Employee, Grounding Theory, Social Media, Productivity.

INTRODUCTION

Social media has become an inseparable part of our daily lives. This is also true in the work environment, where social media has become a popular tool for communicating, sharing information and collaborating. However, the influence of social media on work productivity can vary. On the one hand, social media can help employees stay connected with colleagues and customers, gain new knowledge, and improve their skills. However, on the other hand, social media can also be a source of distraction and distraction that reduces work productivity. In order to dig deeper into employee perceptions of social media use in the context of work productivity, this research uses a Grounding Theory approach. The aim of this research is to understand how employees view the use of social media in their work, as well as its impact on work efficiency and quality. By applying a Grounding Theory approach, this research aims to produce a new theory based on empirical findings discovered through interviews and in-depth data analysis.

RESEARCH METHODS

In this study, we used the Grounding Theory approach, which is a qualitative research method used to develop theories from empirical data. This method is often employed to study social phenomena, including the impact of social media on work productivity. In the Grounding Theory method, researchers collect data from various sources such as interviews, observations, and documents, and then analyze the data to identify patterns and themes.

Grounding Theory, which is an inductive technique developed scientifically, was discovered in 1967 by Barney G. Glaser and Anselm L. Strauss, and published in their book "The Discovery of Grounding Theory." Grounding research was introduced in Indonesia in the 1970s through social science research training for Indonesian scientists, first held in Surabaya, then in Ujung Pandang and Banda Aceh. The initial development

of grounded research was in the field of sociology. The term "grounded" (introduced by Glaser and Strauss) refers to the condition that the developed theory or research is rooted in the data from which the theory is derived. This development has continued over time and has expanded not only in the field of sociology but also in various research areas such as communication, health, psychology, education, and now even in accounting.

The Grounded Theory approach is a common methodology for systematic data collection and analysis, using a series of methods to generate an inductive theory about a substantive area. It can be said that qualitative research using the Grounded Theory method is in contrast to quantitative research, which typically starts from conceptual theories and progresses to empirical studies, whereas Grounded Theory begins with empirical studies based on obtained data and progresses to conceptual theories.

The design of Grounded Theory research involves a set of procedures used to develop a theory that explains a process related to a substantive topic. Grounded Theory research is suitable for explaining phenomena, processes, or formulating general theories about phenomena that cannot be explained by existing theories. Conducting research using the Grounded Theory method requires professionalism, especially honesty, as well as precision and patience. Practitioners in this research are scientists who have a deep understanding of theory, especially grand theory. These practitioners are likely to produce good theories because they have a strong understanding of the process. The main difference between Grounded Theory and other methods lies in its unique approach to theory development, which suggests a continuous interaction between the data collection and analysis processes.

Based on these thoughts, this article aims to provide an in-depth discussion of the Grounded Theory method in qualitative research. After reading this article, it is expected that readers will have a deeper understanding of the role of the Grounded Theory method in qualitative research.

In this study, a qualitative method was used to understand the behavior and analyze phenomena in society, specifically among office workers.

RESULT AND DISCUSSION

The type of research chosen is Grounded Theory with the main focus on knowing employee perceptions of social media to support work productivity.

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Grounded Theory is a research method that aims to develop hidden theories behind field data that is collected and analyzed systematically. Grounded Theory in qualitative research is the theorization of data, namely as a method of constructing theories that focuses on actions or interactions regarding behavior.

There are four stages of data analysis in Grounded Theory after transcribing and collecting data, including:

1. 'Open Coding' coding stage. The goal is to identify keywords from all the data collected
2. Concept formation stage or 'Axial Coding' with the aim of collecting codes with the same content which allows data to be grouped into interconnected categories and concepts are formed
3. 'Selective Coding' categorization stage with the aim of grouping the concepts that are formed and then selected which are related to theory formation for the research problem.
4. The theory formation stage is aimed at explaining the subject under study by strengthening it with existing theories and literature studies.

The sequence of data analysis starts from collecting data, interpreting and continuing with data analysis. Then, continuing with concept formation, the first stage of coding the substance begins. After finding related keywords, categories are generated.

Related categories will produce concepts. The next stage is to select the main concept according to the problem being researched to solve the problem, by reducing the sample, studying the literature that supports the main concept, and selecting it to form a concept that is selected as the core variable to support the theory that will be produced.

In this research, the data collection method used is interviews. Interviews were conducted with respondents who were office employees and then the results of the interviews were made verbatim for the analysis process. Interviews were conducted with 5 office employees with different backgrounds. To provide more valid data for the data presented, we took samples from the Human Capital, Communication, Business Development and Finance background fields.

Figure 1. Coding

Respondent	Coding	Category
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	Innovation and trending						1		
Corporate Business Develoment	Collaborati on							1	
	Empowerin g work relationshi p								1
	Share and discuss creative idea							1	
	Input and creative feedback				1				
	Promotion and implement ation								1
	Total	1	1	2	3	1	1	4	2

Figure 2. Themes

Category	Score	Theme			
		Employee Productivity	Collaboration	Creativity	Innovation
Time	1	1			
Efficiency	1	1			
Inspiration	2			2	
Creative	3			3	
Resource	1		1		
Innovation	1				1

Collaboration	4		4		
Promotion	2				1
Total		2	5	5	1

From the research results above, it was found that, employee perceptions regarding the influence of social media to support work productivity are :

1. Work Productivity
2. Collaboration
3. Creativity
4. Innovation.

CONCLUSION

Based on this research, it can be concluded that social media has a positive influence on employee work productivity, especially in terms of collaboration, creativity and innovation.

The following are the conclusions from each category:

1. Work productivity
Social media can increase employee work productivity by helping them to stay connected with colleagues and customers, learn new things, and improve their skills
2. Collaboration
Social media can improve employee collaboration by providing a platform for sharing information, exchanging ideas, and discussing.
3. Creativity
Social media can increase employee creativity by encouraging them to think outside the box and explore new ideas.
4. Innovation
Social media can encourage employee innovation by giving them access to new information and resources.

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