



## The Role of Communication Technology Toward Employee Performance

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### **ABSTRACT**

*This research aims to determine how important the role of communication technology on employee performance. This study uses a qualitative method with a descriptive approach. communication is needed in employee performance without communication, organizational goals will not be achieved, employee performance must be made as comfortable as possible so that employees can work with enthusiasm and can complete tasks. The influence of technology is very important nowadays because it is very rare that people today do not use technology to both communicate and provide related information. Motivating employee performance can make employees more enthusiastic at work.*

**Keywords:** *Communication, Employee Performance, The Role of Technology, Motivating*

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### **INTRODUCTION**

Companies engaged in the field of goods and services will try even harder to achieve their goals. The success of a company is not only determined by today's advanced technology, attractive and complete offerings and infrastructure, but the most important thing that must be considered is human resources, the company motivates employees to work if the leader pays special attention to employee performance. Employee performance will be maintained through the structure or rules set by the company (Sumilat et al., 2017).

Communication in the organization is very important, if there is no communication, it is likely that all activities in the organization will not be carried out. Good communication skills can complete organizational tasks. In order to carry out leadership, leaders are required to understand the current conditions and what is needed in the future.

In the company PT. TGI leadership acts as a provider of information, the leader must have expertise that is efficient enough so that it can be more or less understood by the employees who are led. Communication carried out by a leader can play a role as a supporter in the success of a company. In today's business world, everything is related to communication, especially with technology, which is communication that runs indirectly (Asmini, et al., 2014).

The performance of an employee can be assessed how disciplined he is in carrying out his duties, and vice versa if the employee's performance is not good then this reflects poor performance. communication between employees and leaders is very important, especially if there is a task that must be completed immediately, in the company PT. TGI communication runs smoothly when there is an invoice or tax invoice so that tasks can be completed and billed quickly. In an organization, the work environment must be able to create a situation that makes employees feel at home in order to strengthen the sense of kinship in the work environment, so that employees can feel comfortable in completing their duties.

Based on the background of the problem and referring to the same research references, it makes researchers want to conduct research related to the role of communication technology on employee performance at PT. TGI, the company PT. TGI is a company engaged in goods and services, which of course has good behavior towards clients. For the realization of good behavior towards clients of course requires good communication and roles from the leadership. Aspects related to employee performance communication are studied in research so that employee performance can increase and the realization of a goal. At this time the role of technology is very important for both individuals and organizations, the role

of technology is so influential in this day and age whether communicating via telephone, email, or via text messages Supatmi, et al., 2013).

The role of technology is very supportive to manage time for organizations and individuals, nowadays it is very rare for everyone to write letters to communicate, especially today's technology is more sophisticated and everyone can send short messages through many media that can be sent directly, and telephones are no longer using public telephones but can by using gadgets.

Leadership communication can be via short messages, or telephone to inform a job. Nowadays it is very rare to work without using technology, technology is quite helpful for processing company data, machines, and administration. Therefore, it can be concluded that the role of technology is very important in the present and future which is useful for handling or shortening the time in the process and being able to communicate more quickly.

The development of technology today is growing rapidly, the emergence of various kinds of communication technology with high technology driven by human needs to face the problem of a short time. According to Rowe (in Sukoco, 2006:63) communication technology is "as communication that uses electronic and electromagnetic equipment". And Quible (in Sukoco, 2006:63) defines it "as the transmission of information using telephone technology. Communication technology concerns the transmission of voice, data and images from one location to another. Before the existence of today's communication technology, communication was only through the telephone. However, at this time technology is starting to develop, there are various media and communication technologies that become multimedia systems (Rani & Mayasari, 2015).

Communication technology is a device in an organization, which allows each individual to complete tasks and exchange information with one another. It can be concluded that technology is very influential in the present and in the future, because with today's technology both individuals and organizations can minimize time, get real data, and allow company operations to be located in various places, both facilities and human resources. Performance Employee or employee performance can be interpreted as good if the work completed can be on time, poor employee performance can be said to be less good if the work is not optimal or not good.

Employee performance that affects is how much they contribute to the organizational environment, employee performance often declines due to an unhealthy work environment in the sense of friends who like to be jealous of their position, wages are not proportional to what employees do, lack of motivation at work and lack of motivation. satisfaction in performance that makes employees uncomfortable at work. The performance of an employee, both individuals and employees have their respective responsibilities in order to achieve organizational goals. Information on organizational performance is important which aims to evaluate whether it is in line with the expected goals or not (Pratiwi & Manafe, 2022).

Performance as a result of work related to organizational goals, such as: creativity, quality, and criteria. It can be concluded that motivation, work environment and high initiative can affect employee performance, therefore leaders and organizations must create a comfortable work environment so that enthusiasm can be created in employee performance.

## **METHOD**

The research method uses a descriptive qualitative approach, the researcher provides a descriptive description related to the role of communication technology on employee performance which is applied in PT. TGI, is a company engaged in goods and services located in Karang Rejo Timur, Surabaya, East Java. This method is based on an analysis carried out by going directly to the field.

## **RESULT AND DISCUSSION**

The company that stands in the field of goods and services is a supplier company. To do billing for the client's company, the admin requires communication from superiors for making invoices and tax invoices before finally billing the client. Before making invoices and tax invoices, there are stages that occur such as offers that are offered to clients, and if the client agrees the client will send a *purchase order*, then workmanship and after the work is completed, a travel document or minutes will be sent, after the minutes or travel documents until the company will make tax invoices and invoices before finally being billed to the client. All must do the communication, if there is no communication then there will be a miss communication and it will not go according to the purpose, such as late billing and incoming funds will be late. All will hinder the company's income.

Technology is very important for companies to communicate with employees, employee

performance can run smoothly without any obstacles when technology can run smoothly. Technology in the era of globalization is currently very much needed by companies to support employee performance, it will be faster to work if using technology. Smooth communication from the leadership will accelerate employee performance, the technology in this company includes support to accelerate employee performance, this company uses email to bargain bidders in the process, then to communicate via gadgets which nowadays all humans use it, very rarely if humans do not use gadgets because all data can be stored in gadgets other than on the computer. Gadget technology that supports today is useful for communication, communication is needed for employees to get information from leaders in the process.

The work assigned by the leadership in this company communicates via whatsapp media, which now plays an important role for all humans.

## **CONCLUSION**

Based on the analysis of research conducted by the author at PT. TGI, the author explains that communication for employee performance is very important for providing information in carrying out tasks. This is because of the dependence on technology that is intertwined with each other, therefore communication is needed as a connector for information from leaders to employees. It is hoped that with communication with this sophisticated technology, a close relationship can be established between leaders and employees, because employee performance can also be determined how eager to complete their tasks with communication and the provision of information quickly.

Employee performance can be determined by how well they complete their tasks, with today's technology it can speed up and can increase time for the company. To find out an employee's job information, they can see via email what to do, if *purchase order* is from a client via email, then all you have to do is print it and confirm it back to the client via email. From here the author analyzes that it is important for companies to provide communication through technology to find out information so that there is strong communication between leaders and employee performance.

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