

# "Incentives affecting Employee Productivity in Media Production Operations"

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**Abstract**—The analysis of the relationship between factors affecting the efficiency of employees in media production work is aimed at: To find the relationship between motivation factors and the performance of employees performing media production work. To find the relationship between support factors and performance in the practice of media production workers by using 400 questionnaires as a tool for data collection. Then statistics were used to analyze the data, namely percentage, mean. The results of the study revealed that it was found that the motivating factor was important in the work success of the person. To be respected Responsibility and progress an important supporting factor is compensation. Supervision Career Status Security in work Factors that influence efficiency include quality of work. In terms of workload, time and cost. Recommendations from the results of the study Working Current Working Environment Should take care of the workplace to be shy. There is a sufficient amount of light. Always have comprehensive and complete equipment and tools available and always safe. Security in work There is a building of confidence among employees. There should be a clearly defined time in advance according to the standards set by the company. There is admiration for talented employees and commendable work. Employees are encouraged to use their ideas freely. In making decisions on the work within the scope of the organization Should encourage employees to have opportunities for growth. Have a chance to show There is an opportunity for promotion, promotion as appropriate and fair. Including having the opportunity to study further Including being given the opportunity to show full ability in the job. Next suggestion Education about the format of seminars for media workers There is a gathering of many organizations to exchange information, ideas, attitudes at work. And there are guidelines for human resource development to generate knowledge More capabilities.

**Keywords**— Analyze employee factors.

## I. INTRODUCTION

At present, public or private organizations so has importance to personnel Because people are the most important factor of work that results in the organization Achieve the goals set It also affects the progress. ( Rainey, Backoff, & Levine, 1976) And the deterioration of the personnel organization is Resources play an important role in Pushing the mission to achieve the objectives. ( Daley & Vasu 2005) The important thing is how to provide human resources. ( Becker & Huselid, 2006) the organization working to the fullest capacity There is loyalty in the organization. (Burton & Clark, 1971) The work efficiently

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to achieve of work behaviors aimed at increasing of affective ( Sulea, Virga, Maricutoiu, Schaufeli, Zaborila and Sava, 2012) That motivation influences the productivity of the work. ( Elqadri, ., Wardoyo, Wijayatidan Priyono., 2015) Which will have good performance It depends on the motivation to work, which is not. How easy it is for employees to respond to jobs without motivation. ( Vroom, 1964) If people in the organization but affecting the entire organization Although the subject of performance incentives ( Damanpour, & Evan, 1984) work of business groups involved in media production ( Hesmondhalgh, 2006) Whether it is entertainment media, film media, news media Radio or television media ( Christopherson, 2008) The speed of the media that people are widely popular today. ( Iwashita, 2006) For this reason, the students are interested in studying the motivation for the performance of personnel. ( van Loon, Kjeldsen, Andersen, Vandenebeele, & Leisink, 2018) Performing duties related to various media such as entertainment media, film media, news media, radio or television media ( Flew, 2016) As a guideline for improving human resource management and the potential development of people working in media production. ( Boczkowski, & Ferris, 2005). objective Analysis of the relationship between the motivating factors of employees in the overall media production performance.

## II. SCOPE OF STUDY

Content aspect: Study of motivation that affects efficiency. In the performance of employees of private companies Working in media production including entertainment media, film media, news media Radio and television media by thinking about The motive relies on Frederick Herzberg's theory. That has presented the main characteristics of Motivation consists of motivation and support factors. Efficiency in work (Efficiency) refers to the process. Any methods or actions that employee's Private companies working in The production of media acts in order to achieve the purpose. Of the organization thinking about the factors That affect work efficiency by relying on the concept of efficiency theory Portrait of Peterson & Plowman Which gave an idea of the elements of performance measurement. In Operation Consisted of quality of work Workload, time and population expenditures: The study population is personnel. Employees and media workers selected, for example, 400 people.

### III. LITERATURE REVIEW & RESEARCH METHODOLY

Subject education Incentives that affect performance of employees in media production operations The student has studied the document and thought. Theories and related research to be used to define the framework and the way to study As such, motivating factors refer to things that combine Control human behavior Caused by Needs, Drives Or desire (Desires) to strive for to achieve the achievement of objectives Which may have been born naturally or from learning Motivation arises from internal stimuli. And outside the person Self-supporting factor is the factor involved It is associated with the work environment and is a factor that can prevent the occurrence of work dissatisfaction.

HerzbergFrederick Herzberg Invented ( Olorunsola, 1992) the theory of work motivation Which is widely accepted in administrative circles Herzberg's theory There is a different name. "Motivation maintenance theory" Or "dual factor theory" or( Rangkhing, Naku, & Potikhambumrung, 2017) "The motivation-hygiene theory (Brenner, Carmack, & Weinstein,1971) To start researching to form the Herzberg theory Conduct interviews (Bassett-Jones, & Lloyd, 2005) with engineers and accountants Which the aim of research is to study attitudes Related to work in order to provide additional ways Productivity, reduce absenteeism and build relationships Great in work and for general use for all Serdar & Arditi (2001)The reason people called it such a name was because of various factors. These are all factors that affect the way. ( Laura Goodwin & Nancy Leech, 2006).

#### A. Research Methodology

Data sources used in population studies and samples used in the study, the tools used in the study Methods of data collection, processing and analysis of data, statistics used in data analysis, methods of data collection. To complete the study There is a way to collect information. As follows: information gathered from research from various sources Both textbooks, documents and other research studies Related Information obtained from the target audience's questionnaire and get it back by yourself Carry out a clean check This ensures that the questionnaire is complete and can be analyzed for further analysis.

#### B. Study results

Analysis of the relationship between the motivating factors of employees in the overall media production performance.

Motivating factor	Employee efficiency in media production operations as a whole.			
	r	Sig	Related	Level
the person success	.527**	.000	moderate	5
The nature of the work performed	.597**	.000	moderate	4
To be respected	.636**	.000	Quite high	3
Reposibility	.643**	.000	Quite high	2
Progress	.652**	.000	Quite high	1
Average overview	.719		Quite high, the same direction	

\*\* statistical significance at 01. (2-tailed)

The motivating factor was related to the efficiency of the employees in the overall media production performance. Overall, the average was relatively high in the same direction (r = .719). Consider the relationship from the relational coefficient Sorted in descending order. The motivation factors for the overall success of the individual and the efficiency of the employees in the media production operations. Relative level is relatively high in the same direction (r = .652). Motivating factors in terms of overall performance and employee efficiency in media production operations. Relative level is relatively high in the same direction (r = .643). Motivating factor for overall recognition and employee performance in media production operations, relative level is relatively high (r = .636) Motivating factors for employee responsibility and efficiency in media production operations as a whole. Level of relationship, medium, same direction (r = .597) Motivating Factors for Employee Progress and Efficiency in Media Production Operations as a whole, moderate, correlation level (r = .527).

### IV. SUMMARY OF DISCUSSION, RESULTS AND RECOMMENDATIONS

Study of Motivation Affecting Employee Efficiency in Media Production Operations The objective of this study was to study the level of motivation of employees performing media production work. To study the performance of employees performing work in media production. To compare the performance of employees working in media production. Classified by personal information To find the relationship between motivation factors and the performance of employees performing media production work.

To find the relationship between sustaining factors and operational efficiency of employees performing media production operations. By using 400 questionnaires as a tool to collect data and use statistics for data analysis, namely percentage, mean from the analysis results can be summed as follows.

*A. Feedback from the study Write as suggestions on what improvements should be made*

In this study, motivation influences the efficiency of employees in media production operations. This is useful suggestions for the following:

1. The working environment Management should keep the workplace clean. There is a sufficient amount of light. Always have comprehensive and complete equipment and tools available and always safe.
2. Work stability Executives should build confidence. To employees There is evidence to support the stability of work.
3. To be respected Executives should be appreciated and praised for employees who are Able and praiseworthy works As appropriate to be the morale and morale of work
4. Responsibility Management should allow employees to use their ideas freely. In making decisions on the work within the scope of the organization
5. Progress Management should encourage employees to have opportunities for growth. There is a chance to show your skills There is an opportunity for promotion, promotion as appropriate and fair. Including having the opportunity to study further Including being given the opportunity to show full ability in the job.

V. SUGGESTIONS FOR THE NEXT STUDY

Education about the format of seminars for media workers. There is a gathering of many organizations to exchange information, ideas and attitudes at work. And there are guidelines for human resource development to generate knowledge More capabilities.

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