Analysis Of Employee Communication Ethics Gen Z At PT Circleka Indonesia Utama

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Abstract
This study aims to identify the factors influencing social interactions among Gen Z employees, analyze the impact of Gen Z characteristics on workplace interaction and collaboration, and assess the effect of job satisfaction on social relationships. A qualitative approach was adopted, involving primary data collection through observations, interviews, and documentation, while secondary data were gathered from books, previous studies, and relevant articles. The research sample consisted of four employees from different divisions at PT Circleka Indonesia Utama. The findings reveal that the social interaction of Gen Z employees is influenced by workplace culture, support from colleagues, and the use of technology in communication. Gen Z's flexible, multitasking, and digital-savvy nature also enhances team collaboration. Moreover, job satisfaction encompassing flexible working hours, a supportive environment, and adequate facilities positively affects social relationships among employees. The results suggest that organizations should adapt their work environment to meet the preferences of Gen Z, which could ultimately improve productivity and overall employee performance.

Keyword: Social Interaction; Generation Z; Workplace Culture

1. Introduction

Technological advancements have significantly transformed workplaces, particularly in communication. Generation Z (Gen Z), born between 1997 and 2012, has been deeply influenced by these changes. Growing up in the digital age, Gen Z is proficient in technology, multitasking, and leveraging social media for communication. These traits make them creative and adaptable contributors in the workplace. However, generational differences in communication styles often lead to challenges in collaboration (Walden, 2022).

At PT Circleka Indonesia Utama, a leading convenience store chain, social interactions among Gen Z employees highlight unique dynamics shaped by technology and communication preferences. Observations and interviews reveal frustrations stemming from delays in problem resolution and the need for efficient communication tools. To explore this further, a preresearch survey was conducted involving 30 employees. The results showed that 60% of respondents acknowledged internal and external factors affecting social interactions, while 40% did not. Additionally, 63.3% of respondents believed that generational communication differences had not significantly impacted teamwork, indicating a lack of awareness regarding the importance of effective collaboration.

This study aims to analyze the social interactions of Gen Z employees at PT Circleka Indonesia Utama. By addressing these dynamics, the research seeks to improve intergenerational communication and teamwork through the strategic use of technology and the cultivation of a supportive work environment.

2. Literature Review

2.1 Definition of Social Interaction

The way people interact and relate to one another, either directly or through other means, is known as social interaction. Various types of communication, both verbal and nonverbal, are involved in this interaction and impact how individuals navigate their social lives. Social interaction refers to the close relationship between two or more people, where their behaviors mutually influence each other. According to Nasution (2022), in this exchange, each person can both affect and be influenced by the actions of others. This process includes sharing attitudes, behaviors, and reactions that occur in various social situations, whether in small or large groups. These relationships involve both verbal and non-verbal communication, which affect others' behaviors, either directly or indirectly.

Safira and Dasalinda (2024) state that humans are social beings who depend on each other in daily life. Social interaction is an essential part of a person's ability to connect and communicate directly with others. Based on the explanation above, the definition of social interaction can be summarized as an individual's actions in communicating and connecting with others through various types of communication, including speaking and body language.

2.2 Definition of Generation Z

Individuals born between 1995 and 2012 are commonly referred to as Generation Z. This cohort is currently navigating the transitional phase between academic life and the professional world. According to Walden et al. (2022), this transition requires adaptability to prevent potential negative impacts on psychological well-being. Generation Z is known for

their preference for digital applications and social media as primary tools for communication and information acquisition.

They are often characterized as being open to diversity, inclusivity, and flexibility in accomplishing workplace tasks. However, as noted by Rayya (2023), Generation Z is frequently perceived negatively due to their reliance on technological advancements, often labeled with stigmas such as being overly instant, lazy, or self-centered. These perceptions often stem from intergenerational differences influenced by social and environmental factors.

Based on the explanations above, it can be concluded that Generation Z is adept at using digital technology and social media for communication and accessing information. In the workplace, they demonstrate a strong inclination toward embracing diversity, inclusivity, and adaptability in completing tasks.

2.3 Communication in the Workplace

Communication in the workplace, as discussed by Hartati et al. (2020), encompasses all factors that affect the physical and mental well-being of employees. In organizational psychology, examining the physical, mental, and social aspects of the work environment is crucial for enhancing efficiency and productivity. The primary objective is to create a supportive work environment that eliminates sources of frustration, stress, and anxiety. A pleasant environment can reduce fatigue, monotony, and burnout while boosting productivity.

The work environment includes various physical and mental aspects that influence employee performance and overall health (Astuti et al., 2022). Factors such as lighting, temperature, noise, interruptions, safety, and workplace facilities are critical for establishing a comfortable and efficient atmosphere. Moreover, strong professional relationships and fair compensation contribute to how employees perceive their workplace positively. A positive work environment not only enables employees to perform effectively but also fulfills their internal, external, and social needs, ultimately enhancing their happiness and commitment to the organization.

Based on the above discussion, it can be concluded that fostering effective communication in the workplace is essential for building successful teamwork and maintaining high team productivity. Through effective communication, team members can share information, ideas, and feedback, align their shared goals, and understand their respective roles in achieving those goals.

2.4 The Influence of Social Media on Social Interaction

Social media has significantly influenced how Generation Z engages in various aspects of life. It has broadened their participation in political conversations, allowing individuals to easily access information and share opinions. Furthermore, social media serves as a valuable tool for coordinating social movements, enabling Generation Z to collaborate and unite in achieving common goals (Putricia et al., 2024).

According to research (2024), the use of social media for connecting with others has become increasingly prevalent among students. Social media is no longer confined to personal use but has also expanded to activities such as buying and selling. This widespread usage has profoundly impacted social interactions, with findings indicating that higher levels of social media use correspond to increased social interaction.

Based on the above discussion, it can be concluded that Generation Z is highly adept at using technology, particularly social media and digital communication tools, which have

become integral to their daily lives. In the workplace, technology influences social interactions by facilitating seamless collaboration and swift communication, allowing employees to connect with colleagues regardless of distance.

3. Material and Method

This research was conducted at PT Circleka Indonesia Utama for a period of 5 months.
The research period and data processing were carried out from August 2024 to December 2024.

3.1 Design Study

This study uses a qualitative research approach to explore phenomena in their natural settings. Qualitative research focuses on understanding social or human problems through systematic data collection and analysis. According to Manurung (2022), the case study method is widely used in qualitative research. It examines a bounded system or multiple systems in real-life contexts through detailed data collection from various sources. This method provides a descriptive analysis and thematic exploration of the phenomena under study. The data collection techniques in this study consist of four methods, as follows:

1. Interview

According to Akmal (2020), interviews are a method to assess understanding, skills, and professional backgrounds by exploring candidates' interests. In qualitative research, interviews are essential for in-depth exploration, allowing researchers to thoroughly examine phenomena (Hansen, 2020).

2. Observation

Observation involves systematically examining objects or issues. Pujiyanto (2021) describes it as a technique leveraging the environment for learning. In research, observation relies on visual tools, such as cameras and field notes, to capture and analyze data effectively (Ichsan & Ali, 2020).

3. Literature Review

Library research gathers information from books, journals, theses, and online sources to support the study. It involves identifying theories, reviewing relevant literature, and analyzing documents to extract insights (Hidayat & Irvanda, 2022).

3.2 Data Analysis

Data analysis is a structured method of examining, organizing, and interpreting data gathered from various sources such as field notes, interviews, and documentation. As described by Rizky Fadilla and Ayu Wulandar (2023), this process includes identifying key findings, grouping data into categories, recognizing patterns, and formulating conclusions. The goal of data analysis is to make the collected information easily understandable and effectively shareable. To provide a deeper understanding, the explanation of the data analysis approach used in this study is as follows:

1. Data Collection

Data collection involves gathering information directly from individuals, events, and situations in the research setting. This initial step also includes identifying and summarizing key documents relevant to the research topic.

2. Data Reduction

Data reduction is the process of selecting and focusing on meaningful and relevant information from the collected data to address research problems, generate findings, and answer research questions. This involves simplifying, categorizing, and organizing data to

highlight significant aspects of the results and their implications. Irrelevant data is excluded during this process to streamline analysis and facilitate the drawing of conclusions. In essence, data reduction refines raw data, making it more manageable and targeted for analysis, thereby enabling researchers to focus on insights that are directly related to the research objectives.

3. Data Presentation

Data presentation entails organizing and displaying data in a clear and informative manner using visuals such as charts, graphs, matrices, or written narratives. The goal is to present data in a way that provides an overview of the phenomena under study, aiding in the interpretation and understanding of qualitative research findings. Properly presented data prevents fragmented and biased conclusions and supports the validity of the analysis. Visualization is a critical aspect of data analysis, ensuring researchers can easily identify patterns and derive insights without becoming overwhelmed by disorganized information.

4. Verification (Drawing Conclusions)

Verification involves confirming the accuracy and validity of findings throughout the research and data analysis stages. Preliminary conclusions are drawn once sufficient data has been collected, while final conclusions are established after all data has been thoroughly analyzed. This iterative process ensures that the conclusions align with the research objectives and accurately reflect the data.

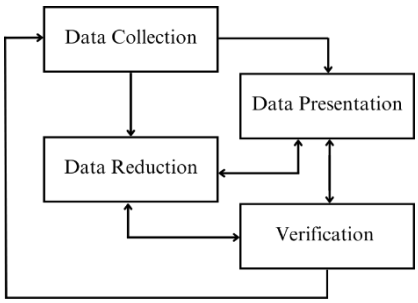

Figure 1 Data Analysis Components of the Rizky Fadilla and Ayu Wulandar
Source: Data processed by researchers (2024)

4. Result

4.1 Factors Influencing Social Interaction of Gen Z

Social interaction in the workplace is influenced by several key factors, particularly among Generation Z employees. Based on interviews, observations, and supporting literature, factors such as company culture, relationships among employees, workplace environment, and social comfort play a significant role in shaping how Gen Z employees interact and collaborate.

According to Pratidina and Mitha (2023), social interaction occurs when individuals at work communicate using verbal, non-verbal cues, gestures, and expressions, creating a dynamic communication pattern. This type of interaction fosters a lively work atmosphere, promotes collaboration, and directly influences teamwork and productivity. A positive exchange of information, assistance, or even simple greetings strengthens interpersonal relationships, resulting in enhanced communication and cooperation. Interview results further highlight the importance of social comfort. One employee stated:

"Most Gen Z employees prioritize comfort when socializing. If the company culture is supportive, they feel more at ease. Additionally, bonding and strong relationships among colleagues make social interactions smoother and more effective."

Observations at PT Circleka Indonesia Utama reveal that Gen Z employees prefer a work environment that is comfortable, relaxed, and open. They tend to engage more actively in social interactions when the environment fosters communication and care among colleagues. Furthermore, a supportive company culture and leadership, coupled with well-designed work facilities, provide a conducive space for building relationships and improving team dynamics.

4.2 Gen Z Characteristics in Workplace Collaboration

Generation Z, born between 1997 and 2012, is the first generation to grow up entirely in the digital era. They are highly skilled in using technology such as the internet, social media, and smart devices, which enables them to adapt quickly to technological advancements. According to Rayya (2023), Gen Z is often viewed negatively due to their reliance on technology. However, their emphasis on work-life balance, flexibility, and efficient solutions shapes their behavior in the workplace.

Rasulong (2024) explains that Gen Z thrives in fast-paced environments requiring quick responses and transparency. They tend to feel frustrated with slow or unclear processes. Their ability to multitask while engaging socially through digital platforms reflects their flexible nature. Additionally, they adopt unique communication styles, such as working while watching YouTube or listening to music, which enhances their comfort and adaptability.

Based on interviews conducted with Gen Z employees at PT Circleka Indonesia Utama, the following insights illustrate how their characteristics influence workplace interaction and collaboration:

"Gen Z prefers working flexibly. They multitask while interacting socially through digital media but can still maintain focus on their tasks."

Observations at PT Circleka Indonesia Utama also indicate that Gen Z employees excel in flexible work environments that integrate technology. Their familiarity with digital tools enables them to collaborate efficiently and adapt quickly to new tasks and changes. However, delays in problem resolution and unclear processes can hinder their motivation and affect their interaction within teams.

4.3 Job Satisfaction and Gen Z Social Interaction

Job satisfaction refers to a mental state that reflects an employee's feelings toward their work, including how well the job meets their expectations, needs, and personal values (Jodie Firjatullah et al., 2023). It involves factors such as communication with colleagues and supervisors, adherence to company regulations, achieving productivity targets, and working under varying conditions. Job satisfaction has a significant impact on employee discipline and productivity (Tanjung & Rasyid, 2023).

Previous research by Dini (2023) highlights the crucial role of job satisfaction in enhancing loyalty and strengthening social interactions among Gen Z employees. High job satisfaction encourages greater engagement, fosters interpersonal bonds, and promotes a collaborative workplace culture.

Based on the interviews conducted, employees emphasized that job satisfaction is closely tied to their comfort within the work environment and company culture. A supportive and conducive atmosphere allows them to communicate more openly, engage in meaningful

interactions, and build stronger relationships with colleagues. Furthermore, they highlighted that having access to proper workplace facilities and a positive work environment encourages active participation in team discussions and workplace activities, fostering better collaboration and social engagement.

Observations further reveal that Gen Z employees who are satisfied with their work environment and available facilities tend to be more open, engaged, and proactive in building strong social relationships. A positive workplace experience encourages participation in social activities, enhances teamwork, and fosters a more cooperative and cohesive work atmosphere.

5. Discussion

5.1 Factors Influencing Social Interaction of Gen Z

Social interaction in the workplace refers to the way employees communicate, respond, and establish relationships through verbal and non-verbal cues, including speech, gestures, and expressions. Effective social interaction creates a dynamic work environment, encourages collaboration, and enhances productivity. According to Pratidina and Mitha (2023), communication both verbal and non-verbal plays a vital role in forming strong interpersonal relationships, which directly influence teamwork, problem-solving, and workplace harmony.

For Generation Z employees, social comfort, company culture, and the workplace environment are key factors that significantly influence their ability to engage in social interactions. Social comfort refers to a sense of ease and openness that allows employees to interact naturally with colleagues. Gen Z employees prefer an environment that is relaxed, inclusive, and supportive, enabling smooth communication and fostering stronger interpersonal bonds.

A supportive company culture that emphasizes communication and mutual care among colleagues also plays a critical role. Such a culture reduces barriers to interaction and promotes collaboration by encouraging employees to share information, offer assistance, and form meaningful connections. Furthermore, the workplace environment, including facilities that promote collaboration, such as open workspaces and digital tools, contributes to the ease with which employees build relationships and work together.

Previous research by Waworuntu et al. (2022) supports these findings, showing that worklife balance, job satisfaction, and a conducive work culture are essential for enhancing social interactions and improving employee performance. When employees are satisfied with their work environment and feel socially comfortable, they are more engaged, collaborative, and productive.

Overall, the findings highlight that company culture, workplace environment, and social comfort are interrelated factors that influence social interaction among Gen Z employees at PT Circleka Indonesia Utama. A relaxed and supportive atmosphere allows employees to communicate effectively, build relationships, and collaborate seamlessly. This dynamic foster a cohesive and productive work environment where Gen Z employees can thrive both socially and professionally.

5.2 Gen Z Characteristics in Workplace Collaboration

Generation Z, born between 1997 and 2012, is the first generation to grow up entirely in the digital era. They are highly skilled in using technology, including the internet, social media, and smart devices, which allows them to adapt quickly to technological advancements. However, according to Rayya (2023), Gen Z is often perceived negatively due to their heavy

reliance on technology. Despite this, they thrive in work environments that prioritize flexibility and work-life balance, as these align with their values of sustainability and efficiency (Rasulong, 2024).

The flexible and multitasking nature of Gen Z influences how they interact and collaborate in the workplace. They are comfortable performing multiple tasks simultaneously while engaging socially through digital platforms. Unique communication styles, such as working while listening to music or watching videos, allow them to adapt quickly and remain comfortable in their work environment.

Putri (2024) highlights that Gen Z's open and flexible personalities, combined with their intrinsic motivation, positively impact their productivity and collaboration style. Gen Z employees prefer work environments that support technology-driven collaboration, such as instant messaging applications for communication. They value transparency in work processes and quick decision-making, which enhance their engagement in team activities and overall social interaction.

Based on interviews with Gen Z employees at PT Circleka Indonesia Utama, it was observed that they thrive in environments where collaboration is facilitated by technology and decision-making processes are clear and efficient. However, delays in problem resolution can significantly reduce their motivation and attachment to the company. This highlights the importance of fostering a work environment that aligns with Gen Z's preferences for efficiency, adaptability, and transparency in communication and collaboration

5.3 Job Satisfaction and Gen Z Social Interaction

Job satisfaction is a mental state that reflects an employee's overall feelings about their work, including whether it meets their personal expectations, needs, and values (Jodie Firjatullah et al., 2023). It encompasses various factors such as workplace comfort, company culture, communication with colleagues and supervisors, as well as the availability of facilities that support employee performance. A well-structured and supportive work environment encourages employees to develop a sense of belonging, engage in open communication, and foster positive social relationships with their peers.

Dini (2023) highlights that job satisfaction has a significant influence on the quality of social interactions in the workplace, particularly among Generation Z employees. A high level of job satisfaction fosters interpersonal bonds, encourages collaborative teamwork, and contributes to a workplace culture characterized by harmony and inclusivity. Generation Z, who value work-life balance and transparency, are more likely to engage in meaningful interactions when they are satisfied with their work environment, tasks, and overall workplace experience.

At PT Circleka Indonesia Utama, observations reveal that job satisfaction plays a pivotal role in shaping how employees interact and collaborate. Employees who feel comfortable with the company's organizational culture and workplace environment exhibit a greater willingness to participate in social activities, both formal and informal. For instance, employees who perceive the environment as supportive and the facilities as adequate are more likely to engage in team discussions, share ideas, and provide mutual support to their colleagues. This comfort serves as a foundation for building stronger interpersonal relationships that ultimately enhance collaboration and teamwork.

Furthermore, workplace comfort and satisfaction encourage employees to communicate more effectively, breaking down barriers that may hinder interaction. A conducive work

environment where employees feel valued, supported, and understood motivates Generation Z to engage more openly with colleagues and actively contribute to team activities. When job satisfaction is high, employees demonstrate higher levels of enthusiasm and participation, which leads to improved morale and a sense of camaraderie.

Overall, job satisfaction at PT Circleka Indonesia Utama directly impacts the social interaction of Generation Z employees by creating an environment that promotes comfort, effective communication, and collaboration. When employees feel satisfied with their work conditions, they are more likely to interact positively with their peers, fostering a culture of teamwork, inclusivity, and mutual support that benefits both individuals and the organization.

6. Conclusion, Implication, and Recommendation

Based on the results of this research, several key findings can be concluded. The factors influencing the social interaction of Gen Z employees in the workplace include a supportive environment, cooperative company culture, and adequate facilities. Generation Z, as a technologically proficient generation, tends to thrive in modern, flexible work settings. These characteristics facilitate effective communication and improve collaboration among team members. Furthermore, job satisfaction plays a significant role in shaping their interactions. When employees feel satisfied with the company culture, workplace environment, and available facilities, they are more open to building social relationships, which in turn strengthens teamwork and enhances productivity.

This research has theoretical implications that reinforce previous studies on the importance of social interaction in the workplace. The findings align with the view that effective social connections contribute to improved teamwork and employee productivity. Practically, the results provide insights for PT Circleka Indonesia Utama to create a workplace environment that encourages social interaction among Gen Z employees. The company is encouraged to foster a friendly organizational culture, facilitate open communication, and provide technology and facilities that support collaboration. Additionally, initiatives such as regular training, teambuilding activities, and periodic employee satisfaction surveys are essential steps to improve employee engagement and satisfaction.

However, this research also has certain limitations. Time constraints affected the depth of data collection, while the relatively small number of respondents limited the generalizability of the findings. Therefore, further studies are needed to explore this topic in greater detail.

For future research, it is recommended that additional factors influencing social interaction in the workplace be considered. More comprehensive studies with larger respondent groups and robust documentation are expected to improve the accuracy and relevance of the findings.

In conclusion, this research provides valuable input for organizations aiming to create a more adaptive, productive, and collaborative work environment, particularly in managing the dynamics of Generation Z in the workplace.

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