

Incentive Communication Management 30 Packages Towards Work Motivation Of Courier PT. Shopee Express Warehouse Metropolitan Trade Center

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ABSTRACT

The purpose of this study is to see how the 30 package incentive communication management affects the work motivation of Shopee Express couriers at the Medan Metropolitan Trade Center (MMTC) warehouse. Communication management theory is used as a theoretical foundation for analyzing the problems in this qualitative research. The informants in this study were the MMTC warehouse's warehouse leader, operator, courier team leader, and two Shopee Express couriers. Interviews, observation, and documentation were used to collect data from all informants in this study, which used a phenomenological study approach in which researchers attempted to find meaning from the phenomena experienced by informants related to the 30 package incentive program. In this study, data analysis is descriptive, which summarizes all data collected from interviews into empirical and solid data that readers can easily understand. This study demonstrates that Shopee Express's 30-package incentive program at the MMTC warehouse is very effective in increasing employee motivation, particularly among warehouse couriers.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana manajemen komunikasi insentif 30 paket terhadap motivasi kerja kurir Shopee Express di gudang Medan Metropolitan Trade Center (MMTC). Sebagai landasan teori dalam menganalisis permasalahan dalam penelitian kualitatif ini digunakan teori manajemen komunikasi. Informan dalam penelitian ini adalah pemimpin gudang, operator, ketua tim kurir, dan dua orang kurir Shopee Express untuk gudang MMTC. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, observasi dan dokumentasi dengan seluruh informan, dengan menggunakan pendekatan studi fenomenologi, dimana peneliti mencoba mencari makna dari fenomena yang dialami informan terkait program insentif 30 paket. Analisis data dalam penelitian ini adalah analisis deskriptif, yaitu merangkum semua data yang dikumpulkan dari wawancara menjadi data empiris dan padat, sehingga mudah dipahami oleh pembaca. Penelitian ini menunjukkan bahwa program insentif 30 paket yang diterapkan oleh Shopee Express di gudang MMTC sangat efektif dalam meningkatkan motivasi karyawan khususnya kurir di gudang.

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I. INTRODUCTION

The internet has become one of the most important needs for modern society to obtain information such as in the social, economic, political, and cultural fields, the most significant thing

we encounter today is changes in people's lifestyles, such as how to shop, in the current era of technological development. as well as how to sell People now not only buy and sell offline, but have also begun to take advantage of technological advancements, such as buying and selling online through online buying and selling applications.

Because of the advancement of technology that utilizes the internet network, there are numerous online marketplace shopping applications and sites in Indonesia, including the Lazada, Shopee, Bukalapak, Tokopedia, and Blibli applications. The marketplace business model provides facilities for sellers and buyers by selling practically because selling and buying can be done anywhere, at any time, and under any conditions using the internet (Agus Arijanto: 2011).

People in today's modern era prefer things that are simple and easy to use. This is what the Shopee application uses, so when analyzed, the Shopee application can be classified as an online media that is used to disseminate information about the products being traded. People have come to expect that they will follow developments in their immediate surroundings, such as technological advancements.

According to Skinner, humans behave because they are influenced by their surroundings. Human behavior is classified into two types based on this, namely natural behavior and operant behavior. Natural behavior is behavior that a person has from birth, specifically reflexes and instincts that occur spontaneously, whereas operant behavior is aging behavior that is formed through a learning process controlled by the brain (Walgito: 2005).

As a result of Skinner's thinking, it is possible to conclude that in reality, human behavior is more prone to being learned, formed, or achieved through the learning process. The concept of human existence and behavior as taught by Islam. According to Islam, humans are born in a holy state, similar to blank white paper, and the environment shapes their character.

As with the 30 package incentive policy, the Shopee Express courier will be given a daily cash guarantee of RP. 80.000,00 if he or she delivers 30 packages. This should increase the work motivation of Shopee Express couriers, but it does not rule out the possibility of a split in the courier relationship due to low or small packages to meet the incentives for the 30 packages available at the Medan Metropolitan Trade Center (MMTC) warehouse. That is the formulation of the problem used by the researchers in this study, namely how is the management of 30 package incentive communication on the work motivation of Shopee Express couriers in the MMTC warehouse?

Communication Management, The management of corporate communications can be considered the strategy's key because its role entails selecting messages related to the company's goals from various perspectives and then sending them to interested parties. Communicators, as regional specialists, must be prepared to handle complex communication actions (Dewi Soedarsono: 2009).

Communication management, according to Barker and Liebler, is a systematic process carried out between members within the company to carry out various management functions in order to complete a job with a process of understanding and understanding that occurs in each member to be able to achieve common goals.

Communication management, according to Parag Diwan, is the process of combining various communication resources with the process of planning, implementing, and controlling the elements of communication to achieve a common goal.

HR Management, Human Resources (HR) are generally defined as humans who work in a company environment and are referred to as personnel, workers, employees, or employees. HR is also a potential driver of the company's existence and serves as capital in the company that can realize a company's existence. Employee treatment in the workplace cannot be separated from leaders' attention and wisdom in carrying out their duties to improve employees' lives. The company has a large social impact that is not limited to its employees. As a result, provisions governing

implementation, including HR management, will always be found in the form of legislation in the present and future (Muhammad Rifa'i: 2013).

Management, according to George R. Terry, is the achievement of predetermined company goals with the assistance of others. So, by mentioning "other people," this understanding clearly states the HR component. As a result, this understanding is very closely related to HR management understandings.

Individuals and groups in the company carry out activities to achieve company goals, so there will be individual and group problems in the company. Human-interest issues are discussed in personnel management as well as in human relations. Human relations and personnel management are inextricably linked and cannot be separated. Both can only be distinguished in meaning, but they cannot be separated in practice. Each has the same object material, namely the human factor, with the only difference being the emphasis in the study.

Human relations, with a focus on group problems and individuals as group members in relation to the group. Personnel management focuses on how to increase workforce efficiency and effectiveness, whereas human relations focuses on how to increase employee satisfaction. The ability or inability of the leader to approach employees determines the success or failure of the implementation of the employment relationship (Wursanto: 1989).

II. RESEARCH METHOD

The researcher employs qualitative research and the descriptive analysis method in this study, which requires researchers to use data collection techniques such as conducting interviews, documentation, and observations on informants or Shopee Express couriers at the MMTC warehouse, as well as employees who manage or lead all couriers to work with both according to the regulations and the wishes of the company (Burhan Bungin: 2008). To obtain complete data in order to improve the quality of research research, the researcher employs a phenomenological study approach, in which the researcher attempts to discover the meaning of the phenomenon of work motivation experienced by couriers through the company's 30 package incentive program. In general, the goal of qualitative research is to understand what phenomena occur in humans as social beings with their environment, as well as to obtain complex and complete research results that can be presented using words obtained from informants, also known as sources.

Researchers will conduct interviews, observations, and documentation with Shopee Express couriers who became informants at the MMTC warehouse in order to obtain data, and then descriptive data analysis will be performed. The primary function of data analysis is to condense the very diverse data obtained from informants into empirical and concise data that the reader can easily understand. The researchers have both primary and secondary data in this study. The primary data are all of the informants that the researchers interviewed, namely the Shopee Express couriers and the employees who are the couriers' leaders. Secondary data sources include research-related books and journals. The author will use a technique to maintain the validity of triangulation data in this scientific paper, namely the activity of checking back data obtained from various informants with three types of triangulation examination, namely time triangulation, data collection techniques triangulation, and source triangulation (Sugiyono: 2007).

III. RESULT AND DISCUSSION

1. Result

The Shopee Express Medan Metropolitan Trade Center (MMTC) warehouse is at Block G No 12B, Kenangan Baru, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra Province 20223. Based on information obtained from the first informant, namely the warehouse leader Shopee Express MMTC, also known as Captain Faisal by couriers, who is 29 years old, the Shopee Express warehouse was established in 2020, and it now employs 70 people, including two

warehouse captains, three administrative staff, one cashier, 25 operators, five team heads, and 34 couriers. According to Mr. Faisal, the 30 package incentive is a program from a direct company that functions to increase the work motivation of all couriers, because with this program, when the courier delivers a minimum of 30 packages per day, a bonus of RP is given. Of course, this boosts the morale of all couriers. Mr. Faisal also stated that the MMTc warehouse courier area limitation only applies to Medan Perjuangan, East Medan, Medan Tembung, Medan Kota, and Medan Baru.

According to the company's policy regarding the 30 package incentives, all couriers were very enthusiastic to deliver the package; for example, when the package arrived at the warehouse, the couriers immediately lined up waiting for the operator to distribute the scanned package, as stated directly by the second informant, namely Mr. Farhan, who is 25 years old, said that when the program was made public, there was a lot of interest in the community to become a Shopee Express courier, as evidenced by the increasing number of job applications.

The third informant is Mr. Yusuf, who is 31 years old and works as the team leader for the Medan Perjuangan Shopee Express MMTc warehouse. The informant stated that while the 30 package incentives can boost courier morale, there are often conflicts over packages between couriers with this program. especially when package availability is limited, in order to meet the target of 30 packages So, when the conflict arose, Mr. Yusuf stated, "That's my job as the team leader to take policies fairly; the policy is that when the package is limited, the package will be distributed to senior couriers who arrive early, in order to increase the work motivation of new couriers to process." Mr. Yusuf also stated that before becoming a regular courier, or simply a courier, a new courier must first serve as a training courier for one month. When the new courier becomes a regular courier, he will have the same rights as other permanent couriers who have previously achieved regular courier status.

The fourth informant, Mr. Ari Sunandi, is 23 years old and works as a regular courier for the Shopee Express warehouse MMTc Medan Perjuangan team. The researcher concludes that the fourth informant has a positive attitude toward the company's 30 package incentive program. Because of this program, he was eager to work delivering packages because he received an additional bonus based on the number of packages sent, whereas if he only delivered under 30 packages, he only received Rp. 1,950.00 in 1 package. "In one package, I should have received a salary of Rp. 1,950,00, but if I deliver a minimum of 30 packages, I will receive a total salary of Rp. 80.000,00," he explained. If I deliver more than 30 packages, the wages per package will return to normal Rp. 1,950.00, so if I deliver 33 packages, the count is 30 packages, I get Rp. 80.000,00 plus the difference of 3 packages, which is multiplied by Rp. 1,950.00 in each package that I deliver, so the amount of wages I received if I delivered 33 packages was Rp. 85,850.00."

Mr. Elfander Lawrensius Sihotang, 28, is the fifth informant. As a new courier in the Medan Perjuangan District, the informant stated that his motivation to become a courier was because he heard about the 30 package incentive program from a friend who had previously been a courier at the Shopee Express MMTc warehouse. However, there is a difference in rights between new couriers and permanent couriers, namely when the package is small, the courier will still He also stated that new couriers must be prepared to deliver packages even if they have less than 30 packages.

2. Discussion

The company's program has undoubtedly had a significant impact on increasing the work motivation of all company employees. The Shopee Express MMTc warehouse company, for example. The 30-package incentive program has proven to have a significant impact on courier morale. In addition to increasing courier work motivation, the program can attract public interest in becoming Shopee Express couriers.

Management is the process of leading a large group of people in a business. And the company as the domain of a management process that demonstrates task division and satisfies the

requirements in carrying out their respective jobs in a company. The management system will determine who meets the criteria for appointment as leaders and subordinates (Ruslan: 2002).

There are two types of people in a company management: those who lead and those who are led. Meanwhile, communication within a company can be viewed from two perspectives: communication between management and employee relationships. So, in the workplace, there are two types of communication: management communication and human-to-human communication (Bloomebury: 2005).

IV. CONCLUSION

Regarding the research above, the author concludes that the 30 package incentive program includes very creative communication management because this program significantly increases the courier's work motivation, as evidenced by the courier's work spirit. Communication management, if properly implemented by the company, will undoubtedly be very beneficial to the company. One of the advantages is that communication management can serve as a motivator for all employees, such as couriers in this study. This is because, as with Shopee Express MMTC warehouses, the courier leadership will control the behavior of all couriers by implementing disciplinary rules to regulate the disciplinary behavior of all couriers.

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