

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF STUDY

Employees are an important part in business journey in company. One of the factors that influence the performance of an employee in a company is motivation. According to Robbins and Judge (2008), motivation as a process that explains the intensity, direction and persistence of an individual to achieve his goals. Work ethic is also something that plays an important role in carrying out the work flow of employees within the company. According to Darodjat (2015) work ethic is a set of positive behaviors and a foundation that includes the motivation that drives them, main characteristics, basic spirit, basic thoughts, code of ethics, moral code, code of behavior, attitudes, aspirations, beliefs, principles, and standards.

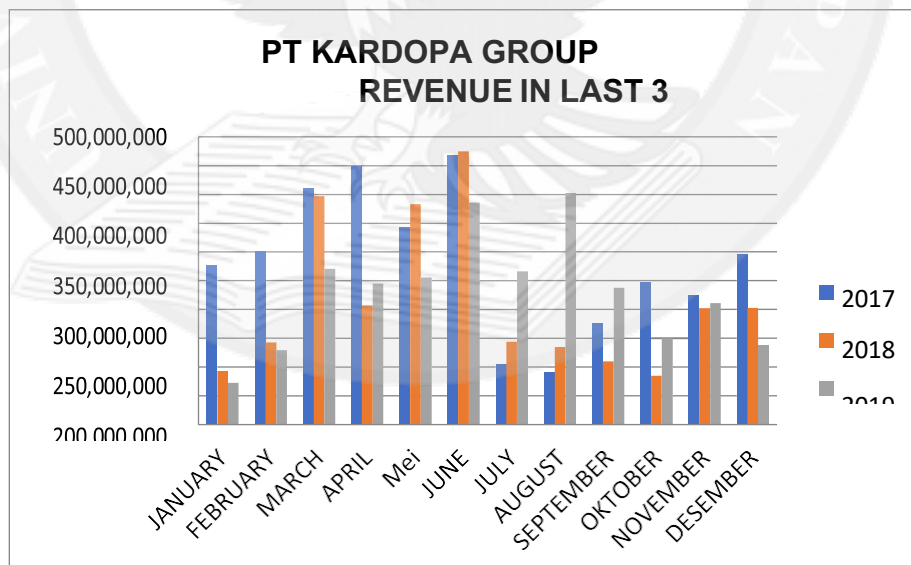
PT. RADIO KARDOPA GROUP MEDAN is the object of research that researchers will discuss in the final paper of this project. PT RADIO KARDOPA GROUP MEDAN itself is a family Business that engaged in broadcasting and advertisement fields since 1973. There are two radios produced by PT RADIO KARDOPA GROUP in Medan including the 99.4 fm Kardopa radio and 89.6 FM VISI radio.

TABLE 1.
PT KARDOPA GROUP REVENUE IN LAST 3 YEARS

MONTH	YEAR		
	2017	2018	2019
JANUARY	277,132,250	93,279,250	73,125,000
FEBRUARY	282,085,389	143,097,000	129,392,000
MARCH	411,193,500	397,192,600	270,829,000
APRIL	449,948,750	207,607,750	244,985,000
MEI	343,667,000	383,089,750	256,019,800
JUNE	467,665,000	474,981,800	385,695,000
JULY	105,838,500	144,250,000	266,502,000
AUGUST	91,630,000	135,109,000	402,349,800
SEPTEMBER	177,121,954	110,382,455	238,098,000
OKTOBER	247,686,500	84,867,000	150,059,053
NOVEMBER	225,481,750	202,686,000	211,537,248
DESEMBER	297,018,000	202,699,600	138,302,800
Total Revenue	3,376,468,593	2,579,242,205	2,766,894,701

Source : Prepared by the writer (2021)

Figure 1.1 PT KARDOPA Revenue 2017-2019



Source: Prepared by the Writer (2021)

From the table above it can be seen that the annual income from PT KARDOPA has decreased every year, especially in 2018, although in 2019 it has increased even though the percentage increase is small. One of the causes of the decline in income experienced by PT Radio Kardopa Group Medan for the past 3 years is also influenced by the declining performance and work ethic of employees due to lack of motivation and lack of attention received by employees both from the company or from its own leaders. The high and low work ethic of employees in a company is a direct impact of the level of discipline of its employees. Employee indiscipline during working hours will greatly affect the achievement of targets set by the company. The phenomenon that occurs at PT Radio Kardopa Medan is that there are several employees who do not show their quality and ability to work, such as lack of initiative, did not arrive on time and did not complete the deadline in the time provided. This of course greatly affects the income and client satisfaction, but there are also some employees who have the potential to work so that the company can give an appreciation in the form of a promotion to every employee who gives more effort to the company. The relationship between company income and motivation is very closely related. Several departments, such as the marketing and public relations department, were assigned to seek cooperative relationships in the form of advertising and marketing. Basically, every employee who achieves the target must be rewarded for his achievement and performance in achieving the company's targets. This Radio Kardopa company itself is sometimes inconsistent in giving rewards to employees so that employees are not loyal

and lack enthusiasm in achieving company goals. Unmotivated and decreased employee loyalty is one result of the lack of motivation of employees which also affects the work ethic of employees. Even though, according to Harsono and Santoso (2006), work ethic is a work spirit based on certain values or norms. In the statement above can be seen that the work ethic of employees is also strongly influenced by certain values or norms in an organization or company. From a brief interview with employees that the researchers conducted, some of the employees said that they were not satisfied with the rewards they got. To overcome the decline in employee interest in work, researchers feel the company needs a new motivational strategy that will be made based on observations and in-depth research conducted at a later date so that employees can give their best performance, because the quality of employees and good performance will greatly affect the Income of Company in the future.

Furthermore, this research will focus on how motivation can Affect the ethos of the performance of employees who work at PT RADIO KARDOPA GROUP MEDAN. Researchers use observation techniques and direct interviews to whether motivation truly can influence and enhance the work ethic of employees within this company. Based on the description above, the research title taken is “THE EFFECT OF MOTIVATION TOWARD EMPLOYEE WORK ETHICS OF PT RADIO KARDOPA GROUP MEDAN.

1.2 PROBLEM LIMITATION

In line with the identification of the problems, the focus of the research was on:

1. This research only examines Kardopa radio as the object of research which is part of the PT Kardopa Group.
2. This research will examine how motivation is implemented at PT. Radio Kardopa Group.
3. This research will examine what are the work ethic problems that occur at PT Radio Kardopa Group.
4. This research will examine suitable and relevant techniques in motivating employees to achieve a good work ethic.
5. This research will examine how the motivation can affect the work ethics of employees that working at PT Radio Kardopa Group.

1.3 PROBLEM FORMULATION

Based on the limitation of the problem above, the researcher formulates the research problems as follows:

1. Does Motivation have effect on employee's work ethics of PT Radio Kardopa Group?
2. How is the Motivation affects the work ethic of Employees of PT Radio Kardopa Group?
3. How is the Motivation that impelemented at PT Radio Kardopa?

1.4 OBJECTIVE OF RESEARCH

Based on the formulation of the problems above, objectives of the research are as follows:

1. To identify does Motivation have effect toward employees Work Ethic that working at PT Radio Kardopa.
2. To identify how Motivation, affect the Employees work ethic that working at PT Radio Kardopa.
3. To identify how the Motivation impelemented at PT Kardopa Group Medan.

1.5 BENEFIT OF STUDY

The benefits that can be obtained from the research process and data analysis in testing the research hypothesis, is expected to make a theoretical and practical contribution such as:

1. Theoretical:

The results of the research are expected to support theories dealing with the impact of how motivation really attract the employees that working in every company.

2. Practical:

1. The result of this research is expected to encourage leader's awareness to give more motivation to the employee so that the employee can give their best performance to the company.

2. This research is expected to improve the researcher's understanding about management practices, increase experience in analyzing and solving case problems in the field of human resources.

3. The results of this research are expected to be used as additional information with reading references for other researchers who will conduct research with similar topics, especially those related to motivation and work ethics.