

**PEMANFAATAN MEDIA SOSIAL *WHATSAPP* SEBAGAI MEDIA
KOMUNIKASI DALAM SISTEM KERJA *REMOTE WORKING* (Studi
Kasus pada PT. Quattro Media Contindo selama masa pandemi COVID-19)**

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ABSTRAK

Kemajuan teknologi telah memunculkan ragam media baru sebagai media komunikasi. Media sosial mulai dimanfaatkan sebagai penunjang sistem kerja *remote working*. Sejak awal bulan Maret 2020, PT. Quattro Media Contindo menerapkan *remote working* karena kebijakan pemerintah PSBB akibat dari adanya pandemi virus corona. Media sosial yang digunakan adalah *WhatsApp*. Teori yang digunakan dalam penelitian ini adalah *Teori Computer Mediated Communication (CMC)*. Teknik pengumpulan data dengan wawancara bersama 3 orang karyawan PT. Quattro Media Contindo dan dokumentasi berasal dari *screenshot* dan *internet*. Hasil penelitian yang didapat adalah pada pemanfaatan media sosial *WhatsApp*, kegiatan yang dilakukan antara lain menerima dan mengirim dokumen dan berkomunikasi dengan pihak-pihak terkait dengan memanfaatkan fitur *chat*, kirim dokumen, *voice call* dan *video call*, dan *group video call*. Pada faktor penunjang, terdapat keinginan pekerjaan untuk menjadi lebih baik, kemudahan berkomunikasi dengan pihak terkait, dan kemudahan penggunaan fitur. Pada faktor penghambat, terdapat faktor teknis, eksternal, dan individu terkait.

Kata kunci: *remote working*, *WhatsApp*, Kualitatif, *Computer Mediated Communication (CMC)*.

**UTILIZATION OF WHATSAPP SOCIAL MEDIA AS COMMUNICATION
MEDIA IN REMOTE WORKING SYSTEM (Case Study at PT. Quattro Media
Contindo during the COVID-19 pandemic)**

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ABSTRACT

Advances in technology have led to a variety of new media as a medium of communication. Social media began to be used as a support system for remote working. Since the beginning of March 2020, PT. Quattro Media Contindo implements remote working because of the government's PSBB policy due to the corona virus pandemic. The social media used is WhatsApp. The theory used in this research is Computer Mediated Communication (CMC) Theory. Data collection techniques with interviews with 3 employees of PT. Quattro Media Contindo and documentation come from screenshots and the internet. The research results obtained are on the use of WhatsApp social media, activities carried out include receiving and sending documents and communicating with related parties by utilizing the chat feature, sending documents, voice and video calls, and group video calls. In supporting factors, there is a desire for work to be better, ease of communication with related parties, and ease of use of features. In the inhibiting factor, there are technical, external, and related individual factors.

Keywords: Remote working, WhatsApp, Qualitative, Computer Mediated Communication (CMC)