

## OPTIMIZATION TECHNOLOGY IN EFFORTS TO SUPPORT INCREASING WORK PRODUCTIVITY

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Keywords :	Abstract. This research was conducted to determine the impact of technology on the work productivity of New Normal Café. The method used is a qualitative research method with a descriptive analysis approach. Based on the results of research technology is one of the important factors that can support the success of a company in achieving work productivity. By utilizing every available technology, the productivity of every New Normal Café workforce is increasing, so that New Normal Cafe can maintain company turnover during the covid-19 pandemic which only allows 50% of visitors from the cafe's total capacity. It can be concluded that to achieve work productivity, companies must optimize every existing technology, because every job and company operations are increasingly effective.
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### 1. INTRODUCTION

Technology is developing very rapidly from time to time, even technology has become the axis of human activity. Evidenced by the number of communication and information media that make it easier for humans to interact with each other. In addition, technology can facilitate every human activity. Technology is something that is born from the results of human thought, including the creation, renewal, and modification of tools commonly used by humans, machines, or regulations in society. Information technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate and timely, which is used for personal, business,

Technological progress is something that cannot be avoided by every human being, because the development of the world of technology will run according to the progress of science. Every innovation created will have a positive impact on human life and make it easier for every human activity (Muhammad Ngafifi, 2014).

This rapid technological development can have a very positive impact on a country, including Indonesia. Technological developments can be assessed be a solution in overcoming the problems experienced by Indonesia today such as poverty, unemployment, education, and people's work productivity. The various problems faced by Indonesia are caused by the low quality of human resources. This causes a company to have difficulty competing with other companies. Competitive advantage can be achieved by the company if the company has competitive resources, especially human resources (Suwendra, 2015).

As a result of the low quality of Indonesian human resources, it also has an impact on people's declining work productivity, and hampers economic growth and development in Indonesia. Community work productivity has a vital role in helping economic development and overcoming problems that exist in Indonesia, besides that work productivity can also trigger an increase in the quality of Indonesian human resources. Productivity concerns the issue of the final result, namely how much the final result is obtained in the production process. In this case, it is inseparable from efficiency and effectiveness. Talking about productivity can not be separated from these two things. Efficiency is measured by the ratio of output and input. Or in other words, measuring efficiency requires the identification of performance results (Sulistiyani and Rosidah, 2009:247).

Work productivity is a measure of the comparison of the quality and quantity of a workforce in

a certain period of time, to produce goods and services (work performance) effectively and efficiently, by utilizing existing resources. When the utilization of productive resources is in accordance with the existing workforce, it will produce an output or goods and services of very high quality. Then it will increase the purchasing power and usability of these goods and will trigger a trade competition from these goods, which has a positive impact on the country. Productivity is the ratio of output to input of resources used can also be interpreted as the ratio between output to input of resources used (Sulaeman, 2014); (Selvia Apriliyanti, 2017).

Agus Tri Indah (2017) states, "productivity is a mental attitude that arises from the strong motivation of every workforce continuously to achieve quality in work so that individual goals and organizational goals are achieved."

This productivity is a series of increasing the effectiveness of employee performance (labor) which demands increased performance for the better in each working period. In addition, employee contributions to the progress of the organization or company are also included in work productivity. An employee (labor) cannot be said to have achieved productivity if it has not shown a significant increase from the previous work. Increased productivity of the company can be achieved when the company is able to manage human resources well, because human resources are the human factor as the main actor in every operational activity of a company, the better the capabilities of human resources, the better the results achieved, and vice versa. . (Budiartha, Bagia, and Suwendra,

So it can be concluded that with work productivity, it will lead to balance and efficiency of a company in achieving certain goals. This will support the welfare of every element of the company, be it company owners, employees (labor), and other staff in the company, especially among workers, welfare is very important, because a good company is one that can guarantee the welfare of its employees or employees. . Every organization expects an increase in productivity every period, therefore the implementation of organizational operations can result in productivity. Pranutoko (2016), argues, that the management of human resources (employees) is very necessary for the effectiveness of the company's work.

Community work productivity in Indonesia is still not evenly distributed. It is proven that there are still a lot of workers who are still not optimal so they cannot achieve good work performance. As a result, the welfare of workers is still not guaranteed, especially among employees. Employee productivity has a very vital role for the success of a company or institution in achieving its goals. Every successful business is largely due to its diligent employees and good work productivity (Mwenda P. Itumbiri, 2013). Seeing the importance of productivity, solutions must be found to increase work productivity, to provide welfare for every workforce in Indonesia, and to bring positive changes to the country.

According to Agus Tri Indah (2017) In today's era where technology and civilization are very advanced, it demands competent Human Resources who have high morale in carrying out their roles and functions for both individual and organizational goals. HR is a very valuable investment for an organization that needs to be maintained. Every organization/company must prepare a program that contains activities that can improve the capabilities and professionalism of HR so that the organization can survive and develop in accordance with the organizational environment.

Increasing the optimization of the use of technology is needed to create quality human resources. Because by optimizing every available technology, human resources in Indonesia will increase, as well as encourage the work productivity of employees (labor) in the community. According to Rachmawati, human resource management for companies is very important. By managing human resources well, it will also produce good output for the company (Rachmawati, 2013). Another advantage is that the workforce will work effectively, efficiently, and maximally. This makes it easier for them to complete work quickly and experience improvements in each period. Mastery and optimization of the use of technology is a form of basic skills that must be possessed by every workforce in realizing work productivity. There are so many positive impacts from mastering technology, one of which is time savings, ease of obtaining and disseminating information, and communication that will run perfectly. The achievement of the company's vision, mission, and goals does not only depend on the sophisticated

equipment used, complete facilities and infrastructure and large capital, but also on the human factor that has an impact on individual employee performance (Endarwita & Herlina, 2016). ease of obtaining and disseminating information, as well as communication that will run perfectly. The achievement of the company's vision, mission, and goals does not only depend on the sophisticated equipment used, complete facilities and infrastructure and large capital, but also on the human factor that has an impact on individual employee performance (Endarwita & Herlina, 2016). ease of obtaining and disseminating information, as well as communication that will run perfectly. The achievement of the company's vision, mission, and goals does not only depend on the sophisticated equipment used, complete facilities and infrastructure and large capital, but also on the human factor that has an impact on individual employee performance (Endarwita & Herlina, 2016).

A workforce is required to be able to communicate well, be it between employees, communication to other organizations/companies, or even with customers. However, with the advent of technological discoveries in the field of information and communication, it is not a difficult matter. The reason is, there are so many media that increasingly provide us with ease in getting information and communicating. Such as social media, internet, etc. Tight business competition requires employees to have the competencies needed to face global economic competition. Therefore, management must be able to optimize employee productivity, especially with regard to employee motivation and work environment infrastructure (Chandrasekar, Haynes, 2011).

The development of the world of science and technology has a positive impact on human life. With the presence of new innovations in the field of technology, making every human job that requires great physical strength, can now be done easily thanks to the help of automatic machines. In addition, computers seem to replace the role of the human brain in sharing knowledge and carrying out activities. All these advances provide a sense of comfort and convenience for human life (Dwiningrum, 2012). The convenience obtained from the results of technological developments can also be used by employees as a means of advertising and finding consumers. Especially social media will really make a good impact. Considering that almost all people in Indonesia use social media to communicate.

The ability of the workforce to take advantage of any technology currently available, especially in the dissemination of information and the accuracy of communication will support productivity. In order for an organization to survive and develop, it requires human resources who have the competencies according to their needs. Competence is related to individual abilities, therefore management effectiveness in an organization will be successful if it is able to recognize individual differences in it (Triyanto & Sudarwati, 2014). So that the skills and skills of the workforce will be more visible, the results will be more effective and the creation of a better quality of work. This will further improve the welfare of the workforce, as well as have a positive impact on Indonesia. Untari (2014) argues that competence is the basic expertise and skills as well as the experience of a person, staff or leader that can influence them in carrying out work or other tasks effectively and efficiently or in accordance with predetermined standards. Therefore, the development and improvement of employee competencies requires structured education and training so that employees become professionals in their field of duty (Bahri, 2016).

## 2. METHOD

This research was conducted at one of the cafes in the Pasir Jambu area, namely the new normal cafe. The research method used in this study is a qualitative method with an analytical descriptive approach. Bogdan and Taylor in Moleong (2010:4) argue that qualitative research is "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior". Qualitative research is based on a natural background holistically, positions humans as research tools, performs inductive data analysis, is more concerned with the process than the results of the research carried out agreed upon by the researcher and the research subject. Descriptive research is collecting data based on the factors that support the object of research,

This research is an analytical descriptive study so that in obtaining as much data as possible, it is done through various techniques that are systematically arranged to find perfect data collection results.

We conduct research with descriptive studies because it is in accordance with the nature of the problem and the research objectives to be obtained. Sugiyono (2015) mentions that analytical descriptive method is a method that aims to describe or provide an overview of an object of research that is studied through samples or data that have been collected and make generally accepted conclusions. With a qualitative descriptive approach, analysis of the data obtained (in the form of words, pictures or behavior), and not stated in the form of numbers or statistics, but rather by providing an explanation or description of the situation or condition under study in the form of a narrative description. The presentation must be done objectively so that the subjectivity of the researcher in making interpretations can be avoided.

In this study we used two data sources, namely primary data sources and secondary data sources. What is meant by data sources in research, according to Suharsimi Arikunto (2013:172) is the data sources referred to in research are subjects from which data can be obtained. Meanwhile, according to Nur Indrianto and Bambang Supomo (2013:142) the data source is an important factor that is considered in determining the data collection method in addition to the type of data that has been made in advance. The primary data sources in this study are the employees at the new normal cafe. And the secondary data source in this research is data arranged in the form of documents. In this study, the secondary data sources are articles, journals and related literature.

To find out the impact of technology on the work productivity of New Normal Cafe, especially among employees (labor) it is necessary to make direct observations of the object in question and conduct interviews with the management of New Normal Cafe. The aim is to find out the work productivity of the New Normal Café workforce and how to optimize technology to support increased work productivity.

### 3. RESULTS AND DISCUSSION

From the results of research conducted at the New Normal Café which produces food and beverages, data related to the output or production produced by the New Normal Café is obtained.

**Table 1. Total production of New Normal Café for one week**

no	Product group (output)	Amount generated
1.	Drink hot/ice	116
2.	Coffee New Normal	108
3.	Snacks	93
4.	Steak Tender Loind	59
5.	Drink juice	47
Total production		423

**Table 2. Employees of New Normal Café**

no	Position/position	Amount
1.	Manager	1
2.	Kitchen	3
3.	Waiter	3
4.	Cashier	1
Total employees		8

The data above was taken when the New Normal cafe was operating during the COVID-19 pandemic, resulting in a reduction in production capacity. This is because during the pandemic there were social restrictions, so the capacity of visitors from the café was limited to around 50% of the total capacity of visitors to the New Normal Cafe. If you look at the data above, with a relatively small number of employees and a limited capacity for visitors, the actual production carried out by New Normal café is quite high.

However, the manager of the New Normal cafe, Rian, said that the data had decreased during the pandemic. He acknowledged that when compared to the previous one, there was a decrease in

production reaching 30-40% of the total output produced so that work productivity from every aspect of the company, including employee performance productivity, had to be increased. To achieve good company productivity, management needs to pay attention to several factors that influence it. Because increasing company productivity does not necessarily arise without good planning from management to make it happen (Thamrin, Novita, & Panjaitan, 2014); (Tachyan, Zaenudin, and Maskarto Lucky Nara Rosmadi, 2018).

“Employee productivity is one aspect that can determine the direction of progress of a company. Likewise with New Normal Café, which continues to make efforts to increase the work productivity of each employee,” said Rian when we interviewed him regarding work productivity. Labor productivity is an important part in formulating a business strategy, which covers the fields of production, marketing, finance and other fields. By increasing labor productivity, it will have an impact on increasing job satisfaction of workers, so that it can encourage the motivation of workers to improve performance for the better (Budi Rismayadi, 2014).

Some of the factors that affect the productivity include:

1. The character and mindset of each workforce. Includes work ethic, attitude, enthusiasm and other things related to the character of the workforce itself. The thing that is most highlighted is the work ethic and attitude of the workforce in doing something. Every worker must have a high work ethic in completing his work, because work ethic is one of the important aspects for a workforce. In addition, attitude is also one of the important things that must be owned by every worker. What is the attitude of the workforce both when faced with a job that is quite difficult and heavy, then what is his attitude when dealing with superiors, subordinates, or with colleagues. If the attitude of the workforce is good, then their personal value will also be good.
2. The skills possessed by each workforce, the higher the level of skills possessed by each workforce in a company, the more the company's productivity will increase.
3. Management and policies of the company. A good company must always regulate and provide policies to increase the productivity of the company. Such as conducting periodic evaluations, and conducting additional training or training for workers, which aims to increase the abilities and skills of each workforce.
4. Creativity in business.
5. Technology, the rapid development of science and technology in this era of globalization causes technology to make it easier for a company to achieve work productivity.

Of all the factors that affect productivity, innovation in technology is needed for an agency/company. Given that almost every aspect of life requires technology. This is due to the revolution carried out in the field of technology, especially in communication and information technology that allows everyone to communicate and share information quickly and efficiently. Technology is the application of theory and the application of knowledge, as the basis for the ability to produce good products and services. Workers, raw materials, production processes, planning and equipment are key elements of technology, companies with technology bases need to be evaluated on an ongoing basis to get competitive strategies that are increasingly competitive, because it is undeniable that the use of technology has become part of every aspect of business life (Kusumawati, et al, 2014)

Technologies in this field of communication include smartphones, internet, etc. The discovery of this internet network has made it easier for human activities in various fields. Including the New Normal cafe, which is increasingly trying to optimize technology, the goal is to create business goals, work productivity, workforce welfare, and have a positive impact on the company. This was also acknowledged by Rian who explained, "If you don't use technology or don't use all the updates from technology, let alone increase work productivity from employees, I don't know what the company's turnover will be and I don't know whether New Normal Café can survive or not during the pandemic. like this."

There are 3 technologies used by New Normal Café to increase work productivity, both the work productivity of each individual worker and the work productivity of a company. These 3 things are:

1. Computer
2. Internet
3. Social media

First there is a computer that plays an important role in increasing work productivity, because the function of a computer greatly facilitates every job that exists in every corner of human life. Thanks to this function, the computer is one of the things that can encourage increased labor productivity in Indonesia. Agus Tri Indah (2017) said that while in the field of work everyone is required to understand using computers, because computers are a means to simplify and speed up the work process. Utilization of the internet in an institution can make work more effective. With regard to the world of computers and the internet, the use of information and communication technology (ICT) in the world has become increasingly widespread.

In this era of globalization, the ability of computers as a tool that allows a person or an agency to record letters, information, books, and important documents has increased dramatically. Computers can record every calculation needed for a company, whether it's analyzing data, editing, summarizing, calculating output, input, salary, margin, becoming easier and faster.

Even from the interviews we conducted with the New Normal café team, Rian said that New Normal Café has used a paid application that can calculate and record all café operations automatically. So with this application the calculation of capital, output, input, salary, and income from New Normal Café is very easy. He also explained that the application is used by the management of the New Normal Café to report every operational activity of the New Normal Café to the owner of the New Normal Café which can be accessed in real time. So that the owner can know and monitor every operational activity of the New Normal Café. In addition, the application can also display sales charts from New Normal Café which are displayed in the form of diagrams.

Furthermore, the technological aspect used by New Normal Café is the internet. The internet is a place for communicating and sharing information globally. In today's business world, bigger companies don't always win the competition against smaller companies. Information technology is able to provide a competitive advantage to companies. On the other hand, improper management of information technology can also lead to defeat in business competition. Factors such as losing customers, making mistakes in making products (not in accordance with market desires), losing reliable employees and so on (Henni Indarayani, 2012).

The internet itself will make it easier for companies to be productive, companies will more easily get the information they need. New Normal Café, one of which they use the internet to disseminate information about their company and they use the internet as a form of marketing of the products produced to the public so that they are more easily recognized and accelerate the purchasing power of consumers. In fact, this discovery encourages a creativity of the workforce, and supports companies to innovate in producing a product. "Without the internet, it is possible that New Normal Café will be difficult to recognize, especially in the people of Pasir Jambu and its surroundings, because we have to introduce them offline, such as distributing brochures. But the community is very lazy when it comes to reading brochures and tends to be ignored. And also sorry for the employees who have to go here and there just to distribute brochures. But with the internet it becomes easier, it can be done at home and at any time, and under any circumstances," explained Rian when answering questions from our side regarding the influence of the internet on the development of New Normal Café.

Furthermore, the rapid development of technology is also marked by the emergence of social media. Social media is also known as online media (on a network or online), or cyber media. Cyber media (cybermedia) is mass media whose messages are channeled through the internet network, where the way the message is presented is broad, up-to-date, interactive and two-way. Social media invites anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time. For example Facebook, Twitter, Whatsapp, Youtube, Instagram, Website, Blog and so on (Hartini, 2014).

In the business world, social media focuses more on product distribution and marketing. Like New Normal Café, they use social media to promote their products to consumers. They carry out

promotions to attract consumers to be more interested in the products they produce. Of course, doing this will make it easier for companies and workers in the marketing field to market these products.

Rian also emphasized that social media has a big role in bringing in every consumer. Especially to attract teenage consumers to keep up with the times and be active on social media. He feels that New Normal Café's incessant promotions and active social media are very effective in attracting consumers. The social media can also be an information center for consumers who want to know about New Normal Café.

#### 4. CONCLUSION

Based on data analysis from the discussion of research results, it can be concluded that: Efforts to optimize information technology have a positive and significant impact on employee productivity in the New Normal Café business, in the Ciwidey Region. , meaning that the higher the use of technology, the employee's performance will increase, as well as the level of sales which also increases.

By utilizing existing technology, every company in Indonesia will more quickly achieve work goals, and the productivity of each workforce will increase. In addition, technology optimization will also create high quality human resources.

Especially in the field of communication and information, optimizing the technology will further accelerate the increase in the work productivity of people in Indonesia. If work productivity in Indonesia has increased, the welfare of the community will also increase, especially among the workforce

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