

Pengaruh determinan job performance terhadap kreativitas pada divisi multimedia PT. KB XYZ = Effects of job performance's determinants on the creativity of divisi multimedia PT. KB XYZ / Panji Anom Aswianto

Panji Anom Aswianto, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20350326&lokasi=lokal>

Abstrak

ABSTRAK

Tugas akhir ini membahas pengaruh determinan job performance terhadap kreativitas pada Divisi Multimedia PT. KB XYZ melalui intervensi program mentoring. Intervensi di Divisi Multimedia menggunakan kerangka dimensi procedural knowledge dan skills. Analisis tugas akhir ini menggunakan metode kuantitatif. Hasil analisis menyarankan bahwa variabel procedural knowledge dan skills signifikan bagi peningkatan kreativitas di Divisi Multimedia di perusahaan yang dinamis di era konvergensi media. Implementasi difokuskan pada program mentoring yang melibatkan Divisi Multimedia yang terkait langsung dengan proses produksi berita untuk penyediaan layanan yang bernilai bagi pelanggan. Intervensi program mentoring akan meningkatkan dimensi procedural knowledge dan skills, namun juga akan meningkatkan motivasi dan declarative knowledge sebagai determinan dari job performance.

ABSTRACT

This thesis explores the influence of the determinants of job performance on the creativity of Divisi Multimedia PT. KB XYZ through mentoring programs for intervention. Intervention in Divisi Multimedia using procedural knowledge and skills dimensional frameworks. The final analysis using quantitative methods. Results of the analysis suggest that the procedural knowledge and skills variables significant for increasing creativity in Divisi Multimedia in a dynamic company in the era of media convergence. Focused on the implementation of a mentoring program involving the Divisi Multimedia is directly related to the news production process for the provision of services of value to customers. Mentoring program will increase procedural knowledge and skills, but also will increase the motivation and declarative knowledge as determinants of job performance.