

Hubungan antara optimisme dan kesiapan untuk berubah suatu studi pada karyawan industri kreatif = The relationship between optimism and readiness for change a study among creative industry employees / St Elian Bianda Chaeruddin

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Abstrak

[Industri kreatif memiliki tingkat kompetisi yang tinggi antar perusahaan. Tingginya tingkat kompetisi ini dapat menyebabkan perubahan pada perusahaan. Adapun faktor yang dapat mensukseskan perubahan, salah satunya adalah faktor internal yang terdiri dari sikap karyawan terhadap perubahan. Sikap karyawan diidentifikasi sebagai kesiapan karyawan untuk berubah. Namun, terdapat juga atribut individu yang dapat menjadi faktor karyawan siap untuk berubah yaitu optimisme. Penelitian ini dilakukan untuk melihat gambaran hubungan antara Optimisme dan Kesiapan untuk Berubah (Readiness for Change) pada karyawan industri kreatif di Indonesia. Kesiapan untuk berubah (Readiness for Change) diukur menggunakan Readiness for Change Scale (Hanpachern, 1997) dan optimisme diukur menggunakan Life Orientation Test-Revised (Scheier, Carver & Bridges, 1994). Partisipan penelitian ini berjumlah 99 orang yang berasal dari berbagai macam perusahaan industri kreatif (kecuali stasiun televisi) di Indonesia. Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang signifikan ($r=.205^*$; $p=.042$ signifikan pada LoS .05) antara kesiapan untuk berubah (readiness for change) dengan optimism pada karyawan industri kreatif.;

The companies in creative industry has a high level of competition. The high level of this competition can cause changes in company. The factors that could succeed changes, one of which is the internal factors which consist of employee attitudes toward change. The attitude identified as the readiness for change. However, there are also individual attributes that can be a factor of employees ready for change is optimism. This study was conducted to see the picture of the relationship between optimism and readiness for change on employee creative industry in Indonesia. Readiness for change were measured using a Readiness for Change Scale (Hanpachern, 1997) and optimism was measured using the Life Orientation Test-Revised (Scheier, Carver and Bridges, 1994). Participants of this study are 99 people who come from a wide variety of creative industry companies (except the TV station) in Indonesia. Results of this study indicate that there is a significant correlation ($r = .205^*$; $p = .042$ significant at .05 LoS) between readiness for change with optimism on the creative industry employees.;

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