

## The Effect of Using the WhatsApp Digital Application on the Work Effectiveness of Polewali Mandar District Tourism Office Employees

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### ABSTRACT

Ahmad Ihsan (2022) "The Effect of Using the WhatsApp Digital Application on the Work Effectiveness of Polewali Mandar District Tourism Office Employees". Supervised: Anwar and M. Ikhwan Maulana Haeruddin. This study aims to find out how the influence of the use of the WhatsApp digital application on the work effectiveness of Polewali Mandar District Tourism Office Employees. The population in this study were employees who worked at the Polewali Mandar Regency Tourism Office and a sample of 34 employees, using a saturated sample formula. Data collection was carried out using a questionnaire method. The data analysis technique used is simple linear regression analysis using Statistical Product and Service Solution (SPSS). The results of this study indicate that the variable significance value of using the WhatsApp digital application is 0.000, this value is smaller than the significance value of 0.05. So that it can be said that the use of the WhatsApp digital application has a positive and significant influence on the work effectiveness of Polewali Mandar District Tourism Office Employees.

**Keywords:** *WhatsApp Digital Application, Work Effectiveness.*

### INTRODUCTION

The development of internet use followed by very fast developments in the field of telecommunications, especially in the WhatsApp digital application found on smartphones, does not rule out the impact of the use of information and communication technology making individuals lazy to socialize physically, affecting work habits and also affecting their behavior. work effectiveness that can affect one's ability to work. The Sports and Tourism Youth Service is a government agency engaged in the field of youth sports and tourism. This is related to the role of the Tourism Office which is responsible for developing strategies to increase tourism in Polewali Mandar Regency. Therefore, the role of sports and tourism youth is very important for the tourism industry, especially in supporting the introduction of tourists to Polewali Mandar Regency as one of the destinations that can be visited by both domestic and foreign tourists. According to Article 20 of the Law of the

Republic of Indonesia Number 10 of 2009 concerning Tourism, tourists have the right to obtain accurate information about tourist attractions, tourist service standards, and others.

The phenomenon of using the WhatsApp application among employees to facilitate coordination and work efficiency is the phenomenon that WhatsApp is the most well-known application among employees, so that employees of the Polewali Mandar Regency Tourism Office choose to use WhatsApp to help them complete work. Most of the employees of the Polewali Mandar Regency Tourism Office use WhatsApp to share news, exchange ideas and discuss various information related to work. From the use of the WhatsApp application that can have an impact on the results of the work carried out by employees, especially in terms of effectiveness at work, where employees are required to complete work according to predetermined targets.

The problem that occurs in this office is the application of work effectiveness to employees of the Tourism Office of Polewali Mandar Regency which is not optimal. This can be seen from the aspect of the quality of work of employees, where there are still many employees who are lacking. In terms of work effectiveness, there are employees who are not quick enough to complete the work assigned to them, employees who have not complied with predetermined regulations such as discipline at work, and also in terms of working hours.

Based on the results of the initial data that researchers have obtained from [Dinaspop.polmankab.go.id](http://Dinaspop.polmankab.go.id). can be seen in the following table:

**Table 1. Sectoral Data of the Tourism Office of Polewali Mandar Regency**

No	Program	Implementation		
		2019	2020	2021
1	Development of Leading Tourism Objects	1	-	3
	<b>Annual Target</b>	1	1	3
2	Tourism Events	-	13	11
	<b>Annual Target</b>	10	10	12
3	Increasing the Development of Tourism Facilities and Infrastructure	-	-	3
	<b>Annual Target</b>	1	1	3
4	Increasing Number of Domestic Tourists	500.409	267.445	223.477
	<b>Annual Target</b>	537.129	590.842	649.926
5	Increasing the Number of International Tourists	394	8	0
	<b>Annual Target</b>	200	220	240
6	Fostered Creative Economy Potential	4	7	10
	<b>Annual Target</b>	2	2	3

Source: [Dinaspop.polmankab.go.id](http://Dinaspop.polmankab.go.id)

Based on the table above, it can be seen the effectiveness of the performance of employees from the Polewali Mandar Regency Tourism Office, where performance in 2019-2021 saw an increase in the program for the development of leading tourist objects and fostered creative economic potential that succeeded in achieving the set targets. From this

increase, it cannot be said to be effective, because there are still several programs that have not reached the targets previously set, for example the tourism event program, the number of domestic and foreign tourists in 2019-2021 is 500,409-223,477, of which the target has been set at 537,129 -649,926 domestic tourists. This indicates that the effectiveness of the performance of the Polewali Mandar Regency Tourism Office has not been optimal. From these data it shows that there are still several targets that have not been achieved, which indicates that work effectiveness is not yet optimal and still needs to be improved in order to achieve the maximum target.

## **LITERATURE REVIEW**

### **1. Use of the WhatsApp Digital Application**

WhatsApp is an internet-based application and is one of the most popular influencers in the development of information technology. This internet-based application has the potential to be used as a communication medium because it makes it easier for users to communicate and interact with each other without having to spend a lot of money to use it because WhatsApp does not use credit but internet data (Pranajaya, 2017). According to Larasati (2013), WhatsApp is an instant messaging application that allows us to exchange pictures, videos, photos, voice messages, and can be used to share information and discussions. Larasati concluded that the use of the WhatsApp application as a means of learning to discuss is included in the effective category.

Attention can also be interpreted as the activity of mind, reason, memory, which can arouse a person's feelings. Someone has special attention when accessing social media that users like. So that the person can enjoy activities when accessing social media, Mayfield (2008:05). Thus the attention dimension is a measure of the use of social media which can be seen through the following indicators:

#### **1. Participation**

Social media encourages contributions and feedback from everyone who is interested.

#### **2. Openness**

Almost all social media services are open to feedback and participation. Encourage voting, commenting, and information sharing.

#### **3. Conversation**

The communication that exists occurs in two directions, and can be distributed to the public, of course, through social media.

#### **4. Community**

Social media provides an opportunity for communities to form quickly and communicate effectively. Communities share the same interests, for example photography, political issues or favorite television and radio programs.

## 5. Connected

Nearly all social media succeed on interconnectedness, creating links to websites, other resources and people.

## 6. Intensity

The level of an individual's activity related to feelings of pleasure that will be carried out repeatedly for quite a long time.

## 2. Work Effectiveness

The word "effective" comes from English, namely "effectiveness" which means "successful" or "what was done successfully". Organizational performance is the concept of performance that the organization wants to produce. Efficiency basically refers to the success or achievement of goals. Efficiency is a measure of performance that leads to achieving maximum performance, namely achieving goals related to quality, quantity and time, Robbins (2006).

According to Madiasmo (2017: 134), effectiveness is a measure of success or failure in achieving the goals of an organization. If an organization achieves its goals, it will operate effectively. The effectiveness indicator describes the extent to which the effectiveness and impact (outcome) of a program results in achieving program objectives. The greater the contribution of the resulting output to the achievement of a particular goal or objective, the more effective the work process of the organizational unit. Effectiveness shows the ability of an organization to achieve well-defined goals. The achievement of the stated goals and the applicable measures and standards reflect the importance of an organization to the effectiveness of its operations. Denison (2010:45) reveals indicators of effectiveness seen from several aspects of effectiveness criteria, as follows:

### 1. Working Quantity

Represents the amount of work done under normal conditions. This can be seen from the many workloads and conditions received or experienced during operation.

### 2. Quality of Work

Is the attitude shown by employees in the results of their work, which is expressed in the form of neatness, accuracy, and relevance of results, and does not ignore the workload when doing work

### 3. Utilization of Time

Use of work periods adjusted to organizational policies to ensure that work is completed on time.

### 4. Quality Improvement

Accuracy in setting goals is an organizational activity to achieve a certain goal. Targets that are set correctly will greatly support the effectiveness of the implementation of activities, especially those that are long-term oriented.

### 5. Target Accuracy

Setting the right goals, both individual and organizational, will determine the success of an organizational activity. And vice versa, if the goals set are not appropriate, it will hinder the implementation of the activity itself.

## **METHOD**

This research is a quantitative research that tests a hypothesis or solves a problem based on theoretical conclusions and uses statistics to measure it. According to Sugiyono (2011: 2), the type of quantitative research used is quantitative associative causality, namely to determine the causal relationship between the independent variable (the affected variable) and the dependent variable (the affected variable). The quantitative association research method is determined based on the application of the method, and the research title is designed to determine the effect of the independent variable (usage of the Whatsapp digital application) and the dependent variable (work effectiveness). Sampling in this study used a population sampling method, namely the sampling method by taking the entire population. Therefore, the sample for this survey is 34 employees.

## **FINDING AND DISCUSSION**

### **1. FINDING**

This section presents the results of the analysis of the research that has been carried out through the distribution of questionnaires, this aims to provide clearer information according to the data that the authors have obtained. The discussion of the results of this study consists of descriptive analysis calculations, instrument tests, simple linear regression tests, the coefficient of determination and hypothesis testing (t-test).

## A . Description of Respondents' Answers

**Table 2. Description of Respondents' Answers about Using the WhatsApp Digital Application (X)**

No	Item	SS	S	TS	STS	Average Answer	Total Score	Index (%)
1	X1	14	17	12	1	3,9	132	97,1
2	X2	12	16	6	0	3,2	108	79,4
3	X3	17	13	3	1	3,4	114	83,8
4	X4	13	17	3	1	3,2	110	80,9
5	X5	14	11	9	0	3,1	107	78,7
6	X6	11	17	4	2	3,1	105	77,2
7	X7	17	9	6	2	3,2	109	80,1
8	X8	16	16	2	0	3,5	118	86,8
9	X9	14	14	5	1	3,2	109	80,1
10	X10	9	17	5	3	2,9	100	73,5
11	X11	12	6	12	4	2,8	94	69,1
12	X12	17	11	6	0	3,3	113	83,1
13	X13	13	12	7	2	3,1	104	76,5
14	X14	16	12	5	1	3,3	111	81,6
15	X15	19	7	7	1	3,3	112	82,4
16	X16	14	16	4	0	3,3	112	82,4
17	X17	11	15	6	2	3,0	103	75,7
18	X18	21	10	2	1	3,5	119	87,5
19	X19	17	13	2	2	3,3	113	83,1
20	X20	11	14	6	3	3,0	101	74,3
21	X21	14	13	6	1	3,2	108	79,4
22	X22	12	9	10	3	2,9	98	72,1
23	X23	15	15	3	1	3,3	112	82,4
24	X24	12	11	8	3	2,9	100	73,5
25	X25	15	11	8	0	3,2	109	80,1

Source: Processed through SPSS 21

Based on the table above, which contains respondents' responses to Using the WhatsApp Digital Application as a variable (X) in this study shows that the item with the highest choice or having the highest value obtained by the respondent is item number 1 with a total score of 132 which contains the use of the WhatsApp application as a tool communication in work with a total index of 97.1%. However, when compared with the respondents' responses in item number 11 which was the lowest with a total score of 94 this occurred because some respondents stated that they did not agree with the statement Using the WhatsApp application only during working hours with a total index of 69.1%. In this case, employees use the WhatsApp application as a communication tool at work which

encourages contributions and feedback (feed back) between WhatsApp application users within the Polewali Mandar Regency Tourism Office employees.

**Table 3. Description of Respondents' Answers Work Effectiveness (Y)**

No	Item	SS	S	TS	STS	Average Answer	Total Score	Index (%)
1	Y1	12	15	5	2	3,2	110	80,9
2	Y2	15	14	3	2	3,2	110	80,9
3	Y3	14	14	6	0	3,2	110	80,9
4	Y4	15	16	2	1	3,4	114	83,8
5	Y5	13	15	5	1	3,2	108	79,4
6	Y6	19	11	3	1	3,4	116	85,3
7	Y7	16	10	6	2	3,2	108	79,4
8	Y8	12	17	5	0	3,2	109	80,1
9	Y9	16	15	2	1	3,4	114	83,8
10	Y10	12	19	3	0	3,3	111	81,6
11	Y11	13	16	4	1	3,2	109	80,1
12	Y12	9	17	6	2	3,0	101	74,3
13	Y13	16	14	4	0	3,4	114	83,8
14	Y14	18	11	5	0	3,4	115	84,6
15	Y15	15	14	4	1	3,3	111	81,6
16	Y16	22	9	1	2	3,5	119	87,5
17	Y17	21	8	4	0	3,4	115	84,5
18	Y18	15	15	3	1	3,3	112	83,4
19	Y19	13	20	1	0	3,4	114	83,8
20	Y20	14	13	6	1	3,2	108	79,4
21	Y21	16	11	7	0	3,2	111	81,6
22	Y22	12	12	9	1	3,0	103	75,7
23	Y23	16	12	6	0	3,3	112	82,4
24	Y24	12	13	7	2	3,0	103	75,8
25	Y25	15	19	0	0	3,4	117	86,0

Source: Processed through SPSS 21

Based on the table above, which contains respondents' responses to Work Effectiveness as a variable (Y) in this study shows that the item with the highest choice or has the highest value obtained by the respondent is item number 16 with a total score of 119 which contains Discipline is the main thing for employees in perform each job with a total index of 87.5%. However, when compared with the respondents' responses in item number 12 which is the lowest with a total score of 101 this occurs because some respondents stated that they did not agree with the statement regarding the efficient use

of time in carrying out all assigned tasks. In this case, discipline is the main thing for every employee in carrying out work.

## B. Instrument Test

### 1. Validity test

The validity test in this study was used to measure whether a questionnaire was valid or not with a total score at a significance level of 5% and a total sample of 34 respondents.

#### Test the Validity of Using the WhatsApp Digital Application (X)

**Table 4. Validity Test Results for Using the WhatsApp Digital Application**

No. Statement	r count	r tabel	Information
1	0,691	0,339	Valid
2	0,666	0,339	Valid
3	0,685	0,339	Valid
4	0,771	0,339	Valid
5	0,667	0,339	Valid
6	0,747	0,339	Valid
7	0,716	0,339	Valid
8	0,690	0,339	Valid
9	0,758	0,339	Valid
10	0,665	0,339	Valid
11	0,471	0,339	Valid
12	0,555	0,339	Valid
13	0,642	0,339	Valid
14	0,520	0,339	Valid
15	0,730	0,339	Valid
16	0,619	0,339	Valid
17	0,855	0,339	Valid
18	0,358	0,339	Valid
19	0,639	0,339	Valid
20	0,725	0,339	Valid
21	0,723	0,339	Valid
22	0,619	0,339	Valid
23	0,636	0,339	Valid
24	0,583	0,339	Valid
25	0,594	0,339	Valid

Source: Processed through SPSS 21



Based on the table above, it shows that the value of  $r_{count} > r_{table}$  (at a significant level of 5%) means that all statements on the WhatsApp Digital Application Usage variable are declared valid.

### C. Validity Test on Work Effectiveness (Y)

**Table 5. Work Effectiveness Validity Test Results**

No. Statement	r count	r tabel	Information
1	0,721	0,339	Valid
2	0,651	0,339	Valid
3	0,672	0,339	Valid
4	0,643	0,339	Valid
5	0,662	0,339	Valid
6	0,636	0,339	Valid
7	0,761	0,339	Valid
8	0,479	0,339	Valid
9	0,649	0,339	Valid
10	0,749	0,339	Valid
11	0,684	0,339	Valid
12	0,598	0,339	Valid
13	0,615	0,339	Valid
14	0,748	0,339	Valid
15	0,743	0,339	Valid
16	0,687	0,339	Valid
17	0,533	0,339	Valid
18	0,748	0,339	Valid
19	0,483	0,339	Valid
20	0,636	0,339	Valid
21	0,616	0,339	Valid
22	0,603	0,339	Valid
23	0,723	0,339	Valid
24	0,564	0,339	Valid
25	0,734	0,339	Valid

Source: Processed through SPSS 21

Based on the table above, it shows that the value of  $r_{count} > r_{table}$  (at a significant level of 5%) means that all statements on the Work Effectiveness variable are declared valid.

## D. Reliability Test

**Table 6. Reliability Test Results**

Variabel	Cronbach's Alpha	Information
Use of the WhatsApp Digital Application (X)	0,942	Reliabel
Work Effectiveness (Y)	0,942	Reliabel

Source: Processed through SPSS 21

The reliability test results in the table show that all variables have Cronbach's Alpha > 0.60 so that it can be said that all variables in this study are reliable.

## E. Simple Linear Regression Analysis Test

**Table 7. Simple Linear Regression Estimation Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,738	7,871		2,889	,007
	Use of the Whatsapp Digital Application	,739	,098	,801	7,573	,000

a. Dependent Variable: Work Effectiveness

Source: Processed through SPSS 21

The formula for the regression equation is:  $Y = 22,738 + 0,739X$

- A constant value of 22.738 states that if there are no independent variables (Use of the WhatsApp Digital Application) then Work Effectiveness will still produce a value of 22.738 or in other words, if the independent variable is 0 then Work Effectiveness will still be 22.738.
- The value of the regression coefficient X of 0.739 states that every 1% increase in the level of X value (Use of the WhatsApp Digital Application) will increase Work Effectiveness by 0.739 with a positive regression coefficient, so it can be said that the direction of influence of the use of the WhatsApp application (X) on work effectiveness (Y) is positive.

## F. Determination Coefficient Test (R<sup>2</sup>)

**Table 8. Test Results for the Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,801 <sup>a</sup>	,642	,631	7,569
a. Predictors: (Constant), Use of the Whatsapp Digital Application				
b. Dependent Variabel : Work Effectiveness				

Source: Processed through SPSS 21

The results of data management in table 4.10 obtained a determination coefficient of  $R^2$  of 0.642 (64.2%). This shows that the effect of using the WhatsApp digital application (X) on work effectiveness (Y) is 64.2%, while the remaining 35.8% is explained by other variables not examined in this study.

## G. Hypothesis testing

**Table 9. T-test results**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,738	7,871		2,889	,007
	Use of the Whatsapp Digital Application	,739	,098	,801	7,573	,000

a. Dependent Variable: Work Effectiveness

Source: Processed through SPSS 21

Based on the table above, it shows that the significance value of the WhatsApp Digital Application Use (X) variable is 0.000, which is less than the significance value of 0.05. So it can be concluded that the use of the WhatsApp digital application has a significant influence on work effectiveness. So it can be concluded that  $H_0$  and  $H_a$  are accepted.

## DISCUSSION

The results of the research based on the data analysis described earlier show that there is a significant influence from the independent variable, namely the use of the WhatsApp Digital Application (X) on Work Effectiveness (Y) of Polewali Mandar District Tourism Office employees. This influence has a strong level of relationship which means that the independent variable is a very important variable in increasing work effectiveness.

The use of the WhatsApp application to facilitate communication that exists between employees of the Polewali Mandar Regency Tourism Office. In the data findings it was also explained that the WhatsApp application has a very important role as a communication medium, namely as a medium for coordinating when going to carry out meeting activities, or submitting reports. According to Jumiatmoko (2016: 33), explaining that one of the facilities that can support communication activities is through the WhatsApp group. In using the WhatsApp group, employees of the Polewali Mandar Regency Tourism Office are used as a medium of communication and coordination in carrying out work such as the planning and reporting sub-section, which has the task of controlling the management of work unit planning and reporting. By using the WhatsApp application, it is

easier and faster for employees to send information or reports, where other employees can easily respond via the WhatsApp application, such as when submitting reports in the form of annual work plan documents. From using the WhatsApp application, it has indirectly made time efficient at work. This shows that the WhatsApp application has many facilities that make it easy for its users to be used optimally by every employee to establish employee or superior communication, one of which is the WhatsApp group which can support effective communication activities.

## CONCLUSSION

Based on the results of the research as described in the previous section, there are several conclusions that the writer can convey, namely as follows:

The use of the WhatsApp digital application has a positive effect on the work effectiveness of Polewali Mandar Regency Tourism Office employees. It can be seen from the results of the t-test which shows that the significance value of the WhatsApp Digital Application Use variable (X) is 0.00, the value is smaller than the significance value of 0.05. So it can be concluded that the use of the WhatsApp digital application has a significant influence on work effectiveness (Y), thus the hypothesis is accepted. It can also be seen in the results of data analysis testing using simple regression calculations with the Statistical For Product and Service Solution (SPSS) program version 21, it can be seen that a constant value of 22.738 states that if there are no independent variables (Use of the WhatsApp Digital Application) then Work Effectiveness remains produces a value of 22.738 or in other words, if the independent variable is equal to 0 then Work Effectiveness is still 22.738. The regression coefficient X value of 0.739 states that every 1% increase in the level of X value (Use of the WhatsApp Digital Application) will increase Work Effectiveness by 0.739 with a positive regression coefficient, so it can be said that the direction of influence of the use of the WhatsApp application (X) on work effectiveness (Y) is positive.

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