

ANALYSIS OF WORK DISCIPLINE IN IMPROVING EMPLOYEE PERFORMANCE AT PT ESS JAY STUDIOS, WEST JAKARTA

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ABSTRACT

This study aims to analyze the relationship between work discipline and employee performance at PT ESS JAY Studios, West Jakarta. The research uses a qualitative approach, with data collected through interviews, direct observation, and documentation from a sample of 26 employees. Work discipline encompasses dimensions of time, adherence to rules, and responsibility, while employee performance is measured based on work quality, productivity, and initiative in completing tasks. The results show that work discipline significantly impacts employee performance. The implementation of good time discipline enhances work efficiency and productivity, while adherence to rules creates a conducive work environment. A high level of responsibility encourages employees to complete tasks effectively without additional guidance. Although most employees demonstrate good performance, challenges remain, such as a lack of initiative and difficulties in teamwork. The study concludes that consistent application of work discipline can significantly improve employee performance. PT ESS JAY Studios is advised to strengthen its work discipline policies, provide relevant training, and create a supportive work environment to enhance productivity and the quality of production outcomes.

Keywords: Work Discipline, Employee Performance, Productivity

1. INTRODUCTION

The Indonesian film industry has experienced rapid growth in recent years, marked by increased production quality and the number of films produced. In this rapidly developing globalization era, companies are faced with great challenges to continuously improve employee performance to achieve strategic goals and ensure business sustainability. The Indonesian film industry offers significant growth opportunities but also faces heavy challenges in producing innovative and high-quality works that can compete in the international market. Some of the main challenges include improving production quality, utilizing the latest technologies, and adapting to the evolving global market preferences.

PT ESS JAY Studios, which operates in media production and post-production, has experienced rapid growth. Although the company has successfully improved the quality of its productions, its success heavily relies on employee performance, which is evaluated based on target achievement, work quality, and contribution to various projects. To continue succeeding, it is essential for the company to develop a comprehensive approach to improving employee performance. This approach should include strategies that benefit employees individually and support the achievement of the company's overall goals. This will result in better film production quality and support the company's strategic objectives in this highly competitive market.

PT ESS JAY Studios aims to create film productions and distribution using advanced technology and equipment, in line with international standards, while providing entertainment that is captivating and inspirational to society. The audience's perspective on involvement with film characters, forming parasocial relationships, is crucial, where the plot and story realism have a profound emotional impact on the audience. The company is committed to producing films that not only meet the highest technical and artistic standards but also create strong connections between the audience and the characters.

Work discipline is vital for achieving efficiency and productivity at PT ESS JAY Studios. Work discipline, as explained by Sutrisno, refers to the willingness and readiness to comply with established norms and regulations, which is essential for ensuring smooth production processes. Proper discipline implementation supports production success and ensures that all processes proceed as planned. Employee performance is measured by how well they meet targets or complete tasks on time according to their responsibilities. Performance is evaluated not only by the final outcome but also by the process undertaken to achieve the desired standards. However, with the company's growth and the increasing number of projects, it is facing challenges in maintaining consistent work discipline. Some employees struggle to stay focused and productive, especially with tight deadlines and high-quality demands. Therefore, it is important for the company to understand the extent to which work discipline affects employee performance and to identify factors that may support or hinder work discipline in the workplace.

This study will examine the correlation between work discipline and employee performance at PT ESS JAY Studios, focusing on employees within the company. Although the findings of this study may not fully reflect the situation in other companies from different industries, the goal of this research is to evaluate how much work discipline affects employee performance and to identify necessary improvements. This study also aims to explore employees' experiences and views on work discipline and the challenges they face in carrying out their tasks. The findings will be used to formulate solutions that can enhance the company's competitiveness in the film industry.

Table 1. The Phenomenon of Work Discipline Observation

No.	Description	Observation
1	Time Discipline	Some employees frequently arrive late, take excessive breaks, and fail to start work or complete tasks within the designated timeframes, affecting the final production outcomes.
2	Regulation Discipline	There is no clear mechanism for providing feedback regarding rule violations or improving compliance with regulations. Certain rules may not be enforced strictly, leading to uncertainty and inconsistency in their application.
3	Responsibility Discipline	Additionally, some employees exhibit a lack of initiative in completing tasks, procrastinate on assigned duties, and fail to consistently complete tasks on time.

Based on observations, work discipline at PT ESS JAY Studios reveals that some employees still have inconsistencies in time discipline, regulations, and responsibilities. Some employees are often late, take excessive breaks, and fail to complete tasks on time, which impacts the final production results. Additionally, the feedback mechanism for rule violations is unclear, and some regulations are not enforced consistently, causing uncertainty in the application of rules. Some employees also lack initiative and responsibility in completing their tasks and often delay task completion. This observation shows that work discipline at PT ESS JAY Studios is still a significant challenge. Non-compliance with work schedules, unclear enforcement of rules, and lack of responsibility have hindered productivity and work quality. Therefore, the company needs to address this and enhance efforts to optimize work discipline to achieve better and optimal performance.

Through a pre-survey conducted, the author gathered data by randomly selecting 52 employees from the company, resulting in data regarding employee perceptions of their performance. Most employees feel their work is often completed well, although some encounter difficulties. About 50% of employees feel they always produce perfect work, while the rest feel their work results are not optimal. Teamwork also becomes a challenge, with most employees finding it difficult to improve efficiency when working with the team. Furthermore, although most employees feel responsible for their work, low initiative levels indicate that most employees still need guidance in completing their tasks.

Work discipline is a critical factor in determining employee performance, particularly in creative industries like media production at PT ESS JAY Studios. In the fast-paced and competitive film industry, the success of production processes heavily relies on employees' ability to adhere to schedules, follow established regulations, and take responsibility for their tasks. However, observations at PT ESS JAY Studios reveal inconsistencies in work discipline, such as frequent tardiness, excessive breaks, and delays in task completion. Furthermore, the absence of clear feedback mechanisms for rule violations and inconsistencies in enforcing regulations exacerbate these issues, leading to reduced productivity and suboptimal performance.

This research is urgent because improving work discipline is essential for maintaining efficiency and achieving organizational goals in the competitive global market. As the company aims to meet international standards in film production, addressing these discipline challenges is critical to enhancing overall performance. By analyzing the correlation between work discipline and employee performance, this study aims to provide actionable insights and recommendations to strengthen discipline practices, improve teamwork, and foster a supportive work environment. The findings will not only benefit PT ESS JAY Studios in achieving its strategic objectives but also contribute to the broader understanding of discipline's role in enhancing employee performance in creative industries.

2. METHODS

The subjects of this research are employees of PT ESS JAY Studios, selected using purposive sampling. The selected employees hold various positions and lengths of service and are willing to provide information

voluntarily for the purposes of the study. These subjects are chosen because they possess relevant and in-depth knowledge regarding work discipline and performance at the company, which is crucial for exploring the phenomenon being studied. The research is conducted at PT ESS JAY Studios, located at Ruko Kedoya Elok Plaza, Jl. Kedoya Angsana Raya Blok DD No. 79, Kedoya Selatan, Kebon Jeruk, West Jakarta. Based on initial observations, there are challenges related to work discipline, such as issues with punctuality, adherence to regulations, and task responsibility. Studying this phenomenon at PT ESS JAY Studios will provide a better understanding of its impact on employee performance.

This research started in January 2023 and will continue for several months, concluding with the preparation of the final report. The research process is carried out in stages and adjusted according to the needs identified during the research, from proposal preparation, data collection, analysis, to the final report writing. In this research, the researcher plays the role of the key instrument who collects data through observation, interviews, and documentation. The researcher directly interacts with informants to gather relevant information about work discipline and employee performance. Informants are chosen based on their relevance and ability to provide in-depth insights into the phenomena being studied.

The data collection methods used include observation, semi-structured interviews, and documentation. Observation is conducted by directly observing phenomena in the field related to work discipline. Interviews are used to obtain in-depth information about employees' experiences and views, while documentation serves as a complement to support the data obtained from observation and interviews. The unit of analysis in this research is the employees of PT ESS JAY Studios involved in the company's operations. The research also samples from the population of 52 employees, with 26 employees selected as research subjects. The sample is chosen based on characteristics that are relevant and can represent the overall population.

The data collection procedure involves using both primary and secondary data. Primary data is obtained through observation and direct interviews with employees, while secondary data is obtained through relevant documentation. The researcher also uses triangulation techniques to ensure the validity and reliability of the data, involving the examination of data from different sources, times, and tools. Additionally, the researcher uses SWOT analysis to evaluate the company's internal and external conditions. In data analysis, the researcher organizes and categorizes the collected data to find patterns and relationships between the phenomena studied. Once the data is gathered, the researcher performs data reduction, arranges it into a written report that is easy to understand, and presents the analysis results using various forms of visuals such as tables or graphs. The research results will be used to identify factors that affect work discipline and employee performance, as well as provide recommendations for the company's improvement. Data validity is ensured through extended observation, persistent observation, and triangulation to enhance the credibility of the research findings. With this approach, it is hoped that the research findings can make a meaningful contribution to improving work discipline and employee performance at PT ESS JAY Studios.

3. RESULT AND DISCUSSION

A. Profile

PT Ess Jay Studios, a subsidiary of SinemArt, is located in Komplek Kedoya Elok Plaza, West Jakarta. Established as a leading film production company in Indonesia, it has set a benchmark in the creative industry by pioneering film companies to go public. Ess Jay Studios gained recognition for its debut production, Tajwid Cinta, which aired on SCTV, and achieved its first major accolade at the 2023 Indonesian Television Awards for the Most Popular Non-Prime Time Drama Program.

Dedicated to continuous growth in the film industry, Ess Jay Studios upholds a commitment to fostering an inclusive environment that encourages innovation and produces emotionally engaging works. Specializing in post-production, the company integrates elements such as visual effects, background music, and voiceovers to create polished, ready-to-release content.

Vision

To be the first choice for delivering impactful and inspiring services, setting new standards in the creative industry while producing innovative and meaningful works.

Mission

1. To become the most popular film provider by cultivating an environment where creativity is nurtured, ideas are valued, and works are created to inspire and resonate with audiences across Indonesia.

2. Ess Jay Studios remains committed to producing exceptional quality and impactful works, aligning its vision and mission with the core principles of creativity and meaningful storytelling.

B. Result

An important stage in the research process is organizing and presenting qualitative research findings. In this stage, the researcher organizes and presents the findings systematically and clearly so that readers can easily understand them. The results of this study are derived from in-depth interviews and direct observations with key informants who have deep knowledge of the research topic. This study uses interview and observation techniques to gain insights into work discipline and employee performance at PT ESS JAY Studios.

Purposive sampling method was used to select samples that meet certain criteria established by the researcher. The researcher chose employees based on their job status, age, education level, and working hours. In qualitative research, sample selection is not intended for generalization but for obtaining relevant and in-depth information from informants. With a population of 52 employees, the researcher selected 26 employees as the sample, aiming to gather rich and detailed data.

The researcher will collect data through interviews to gain a deeper understanding of the phenomenon being studied. These interviews involve two categories of informants: key informants and other informants who can provide valuable information regarding the research topic. The interview process includes a series of questions focusing on time discipline, regulations, responsibility, work quality, teamwork, and initiative at work. Each informant provides valuable perspectives on how these factors influence their performance at the company. Observations were also conducted to provide additional context and ensure the authenticity of the data collected. The observation results offer direct insights into workplace behavior and dynamics, which are then analyzed alongside the interview data. This approach allows the researcher to identify patterns and obtain a more holistic understanding of work discipline and performance at PT ESS JAY Studios.

The results of interviews with employees indicate that time discipline, regulations, responsibility, work quality, teamwork, and initiative all have a significant impact on employee performance. Time discipline is defined as the ability to complete tasks on time and efficiently utilize time. A clear understanding of company regulations is also essential for creating a conducive work environment, while responsibility is defined as employees' ability to identify and solve problems without waiting for further instructions.

Regarding work quality, the majority of employees acknowledge that their work quality contributes to their career development. Good teamwork is also considered important to achieve common goals, while initiative at work encourages collaboration and creative solutions in completing tasks. Through interviews and observations, the researcher successfully identified factors that affect employee performance at PT ESS JAY Studios. The conclusions from this research are expected to provide relevant recommendations for improving work discipline and employee performance, as well as contribute to company policy improvements. This research also provides insight into how the company can create a more productive work environment and support employee development.

D. Discussion

The analysis of work discipline at PT ESS JAY Studios shows that time discipline, company policies, and employee responsibility play crucial roles in enhancing performance. Based on observations and interviews with four employees representing the company, time discipline significantly affects work productivity and efficiency. Employees who arrive on time, meet deadlines, and maximize their work hours will notably increase performance. Additionally, clear and appropriate policies and regulations create a conducive and supportive work environment, while employee responsibility and commitment are key to successfully completing tasks without waiting for further instructions.

Properly implemented work discipline, such as good time management, clear rule enforcement, and strengthening responsibility, can help improve efficiency and productivity at PT ESS JAY Studios. Employees who can identify and solve problems before they escalate, and who are committed to their tasks, contribute to the company's enhanced performance. Therefore, the company should consider this analysis to develop more balanced policies that encourage optimal employee performance.

In terms of employee performance, communication and open collaboration are highly valued at PT ESS JAY Studios. Team members are given the opportunity to share ideas and opinions, and differing views are respected. Employees believe that increasing the right number of workers can improve operational effectiveness and

efficiency. All employees agree that performance can be enhanced with an appropriate workload if teams and leaders collaborate well. Good work discipline, solid teamwork, and open communication are key factors supporting performance improvement at PT ESS JAY Studios.

Overall, work discipline has a significant impact on employee performance at PT ESS JAY Studios. The company should continue to promote work discipline by maintaining a balance in the policies and regulations applied. Furthermore, good work quality and career development strongly influence performance evaluations and can enhance the quality of output produced. Therefore, the company needs to encourage higher work discipline and create a supportive and conducive work environment for employees to work more effectively and efficiently.

A SWOT analysis provides a comprehensive view of PT ESS JAY Studios' internal strengths and weaknesses, as well as external opportunities and threats. In terms of strengths, the company can leverage time discipline and a clear understanding of regulations to create a more conducive and supportive work environment. However, challenges such as heavy workloads and ineffective supervision need to be addressed to achieve optimal results. The company must also be mindful of external threats such as industry competition and unbalanced policies. Therefore, PT ESS JAY Studios must develop strategies that leverage internal strengths and external opportunities while addressing weaknesses and threats.

The application of QSPM (Quantitative Strategic Planning Matrix) shows that strategies focused on improving time discipline, understanding regulations, and managing responsibility will be highly effective in increasing operational efficiency and work quality. By implementing these strategies, PT ESS JAY Studios can create a conducive work environment, enhance employee performance, and remain competitive in the increasingly developing industry.

4. CONCLUSION

This study concludes that work discipline has a significant impact on employee performance at PT ESS JAY Studios. Work discipline, which includes the dimensions of time management, adherence to rules, and responsibility, has been proven to enhance efficiency, productivity, and the quality of employee work. Employees who can effectively manage their time, comply with company regulations, and show high responsibility tend to achieve optimal work results. However, this study also identifies several challenges in implementing work discipline. Issues such as non-compliance with schedules, lack of initiative, and difficulties in teamwork serve as obstacles that affect performance. Additionally, the lack of clarity in the feedback mechanism for rule violations creates uncertainty in the enforcement of work discipline. Through interviews and observations, it was found that disciplined employees are better able to complete tasks on time and maintain work quality. Other factors, such as balanced workload management and good team collaboration, also play a significant role in enhancing employee performance. Therefore, PT ESS JAY Studios is advised to strengthen the implementation of work discipline policies, provide training to improve initiative, and create a work environment that supports team collaboration. With these measures, the company can maximize its employees' potential and achieve strategic goals more effectively. This study provides important insights for improving human resource management policies in the company.

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