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Employee's Trust and Work Commitment With Management Using Internal Social Media Application, TAP Playground, in PT. Cakrawala Andalas Televisi (ANTV)

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Abstract One indication of the success of a company's communication is how the company can build internal communication so that there is trust in the employee to the company where they work. Current internal communication becomes the basis for an organization in developing and moving towards the desired destination. The main point is how the organization management manages internal communication well. Internal communication must be two-way with the involvement of management and employees. Recent technological developments increasingly lead to complexity in building internal communications. The ease of communicating in cyberspace with social media intermediaries so as to make social media as a discussion and exchange ideas in the forums provided in social media can be a reason for the importance of having an internal social media in a company. PT. Cakrawala Andalas Televisi (ANTV) sees the phenomenon of this rampant social media as a positive thing to build employee confidence to the company by doing collaboration application named TAP Playground. This paper provides insight into how internal social media can help build constructive trusts of observations and literature related to internal communication and social media.

Keywords the interaction of technology and society, business, public opinion.

1. Introduction

Internal communication in the work environment in the form of social media is now considered to have great benefits to an organization. This can help develop produc-tivity in work environments, such as forming collaborations in new forms and can also help share experiences and knowledge. In addition, it can also foster a sense of togeth-erness and at-tachment within a community. (Koch et al., 2012; Parry and Solidoro, 2013). Members of the organization also have a place to conduct discussions and exchange ideas among fellow members who are outside the division.

Currently, many organizations are already using social media as they can benefit from the social environment. They continue to work with their respective duties, in accordance with the contract of work and communication that is in the internal social media but still does not change the socializa-tion that exists in the real world. To increase the number of internal social media users in the workplace, an organiza-tion must strive to make communication within the internal social media integrated in everyday real-world communica-tions.

Therefore, an internal social media coordinator is required to introduce and convey the benefits of its use to members of organizations that do not yet have or do not understand how to use them. With the internal social media within an organization is expected to trust members to the organiza-tion resulting in a sense of ownership and a high commit-ment to the organization. The development of technology in the world of communication also has an impact on the cli-mate and atmosphere within the company.

There are nine most significant forces in order to changes in workplace as delivered by Marquardi and Reynolds (1994:5) which is; economic and marketing forces; environmental and ecological pressure; information technology; knowledge era; new job skills and employee expectations; organization structures and size; societal turbulence; total qual-ity management movement and; workforce diversity and mobility. Out of the nine things, information technolo-gy as the basis of social media has the power to change a workplace

One company that has an internal social media is PT. Cakrawala Andalas Televisi (ANTV). ANTV has an inter-nal social media named TAP Playground, This app can be downloaded on a iOS and/or Android smartphone. As one of the big companies in the broadcasting world and has many employees outside the region, it would take a com-munications applica-tion that can provide information in-

ternally and it helps workers who are not in the head office. Although employees can freely write or post information, ethics and norms remain to be considered in providing information within the internal so-cial media. Therefore the employees do not carelessly post news that can harm the reputation of ANTV. More over ANTV hopes that in the internal use of social media each employee can provide added value to the company and vice versa, the company can build trust to its employees.

Some writings have discussed about social media in the work environment (El Ouirdi et al., 2015; Heide, 2015; Koch et al., 2012; Treem and Leonardi, 2012). This paperwork focus on depiction of internal social media usage can be a communication medium that can support and build trust ANTV employees and of course also will discuss the negative ef-fects that may possibly occur from this internal social media for ANTV.

2. Main Body

Explanation of communication internal according to Fitzpatrick and Vlaskov (2014.7):

"Internal (or employee) communication is concerned with sharing information, building understanding, creat-ing excitement and commitment and, ideally, achieving a desirable result"

Internal communication here is also called employee communication associated with the exchange of information, build understanding, create fun and commitment and ideally can achieve the desired results. This paperwork discusses the communication that occurs in the company that is the communication that occurs among employees of PT. Cakrawala An-dalas Televisi (ANTV) through internal so-cial media, TAP Playground.

Understanding social media by David Meerman Scott (2014) in the book of The New Rules of Marketing and PR wrote:

"Social media provides the way people share ideas, content, thoughts, and relationships online. Social media differ from so called "mainstream media" in that anyone can creates, comments on, and add to social media content. Social media can take the form of text, audio, video, maps and communities".

The use of social media is not just only a trend but becomes a symbol of contemporary and also as a medium of interaction among employees. This happen because of some advantage of social media. Antony Mayfield from iCrossing organization dalam Salvatore Simarmata (2014) explain that, social media more appropriately understood as a group of new kinds of online media, which has the following characteristics:

1. **Participation**: social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.

2. **Openness**: most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content– password- protected content is frowned on.

3. **Conversation**: whereas traditional media is about "broadcast" (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.

4. **Community**: social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favorite TV show.

5. **Connectedness**: Most kinds of social media thrive on their connectedness, making use of links to other site, resources and people (http://www.academia.edu/8855553/Media_Baru_Ruang_Pub-lik_Baru_dan_Transformasi_Komunikasi_Politik_di_Indonesia)

From the above explanation can be seen three characters in social media that can build a building communication within an organization, ANTV in this very context. In the character of participation ANTV Provides a wider opportunity for its employees to be active in the discussions contained in the TAP Playground forums associated with the company. Employee participation is expected to foster two-way communication leading to positive direction, but if uncontrollable can lead to negative issues. Same with Openness that can provide the impetus to make decisions, make comments, discuss and share communication. With the openness in internal social media employees are expected to be comfortable giving positive opinions so as to create an atmosphere of kinship and will cause a cultural change to achieve maximum performance that will affect the performance of work in the real world. It is expected that this will create a good commitment to create a pleasant working atmosphere and a good commitment to the company.

Meanwhile, a more technical definition of social media is delivered by Kaplan and Heinlen in their Acar (2014.61) "Social media as "a group of internet-based applications that build on the ideological and technological founda-tions of web 2.0 and allow the creation and exchange of generated content"

Vouri (2011) Considered characterize social media by its level: communication, collaboration, connecting, completing and combining (5c) (Jalonen, 2014):

1. **Communication** : Social media can be a tool to expose, keep, and release a content, a discussion, and expressing an opinion also influence :

• Blog and microblog (celeb tweet gave review for a certain products in their Twitter account).

• Video sharing (youtubers who creates a videoblog reviewing for a new place)

•Presentation sharing (example: SlideShare)

•Instant Messaging Service (example: Skype)

2. **Collaboration** : Social media can collect content that contains the creation of its use regardless of time and place:

• Wikipedia

• Googledocs

3. **Connecting** : Social media offers a new way to continue a communication and friendships with relatives in a community :

•Facebook, LinkedIn

4. **Completing** : Social media as a tool to complement content by explaining, adding, filtering information, tagging content, and showing a connection between one content and other content:

- Pinterest, Tumblr

5. **Combining**: Combines a website service that gives its users permission with a platform that they used in other applications. Example: Google Maps.

2.1 Context Organization using Social Media Internal

Baptista and Galliers (2012) argue that an organization has an "open" or "closed" approach to its internal social media. Closed organizations take great care and control of editorial content and prohibit members from comment-ing, while open organizations allow the members to freely debate and comment on it (Baptista and Galliers (2012)). The organization must create a trusted atmosphere (Cao et al., 2012); Workers must understand and knows why they should contribute to an trusted atmosphere within an organization (Denyer et al., 2011); top management must also be committed to this internal social media, and preferably to provide an example (Trimi dan Galanxhi, 2014); in the end, Internal social media should be part of the social element within the organization (Dyrby et al., 2014). If organizational culture does not support internal social media, workers can even become tenuous (Denyer et al., 2011) and silo organization can expand (Chin et al., 2015).

2.2 Perception from Internal Social Media Technologies

Internal social media technology is seen as a change of communication within an organization, since internal social media can provide many new types of habits that in the past looked difficult or impossible to achieve when this new technology has not yet entered the world of work (Treem and Leonardi, 2012.,p. 178). Moreover, social me-dia can provide internal alter social, information sharing, and power processes within the organization (Treem and Leonardi, 2012, p. 178).

2.3 Understanding Trust

Trust is the willingness of a person to rest and have a feeling of confidence that then given others in a particular situation. How this belief is based on the unwillingness to accept what it is. Trust is also a mental state based on one's situa-tion and its social context. Henslin, (in his King, 2002) view trust as the hope and trust of the individual towards the relia-bility of others. Trust basics include mutual respect for each other and accept differences (Carter, 2001). Hanks, (2002) States that trust are a basic element for the creation of a good relationship.

A trust formed by the organizational environment begins with the trust that builds by its employees. With the internal social media in ANTV, it is expected that more trust can be formed which includes appreciation of employees with the company, accepting differences between employees and even any company, and accept the differences and support between the company and employees. Building trust means thinking of a trust in a positive way, building step by step, and commitment. If a trust is perceived as a risky and threatening form, then there is nothing positive we can get. Trust is al-ways alongside uncertainty, but we must try to make ourselves think that the uncertainty as a possibility and opportunity not as an obstacle (Solomon, dkk, 2001). Therefore it can be said that trust is a basic element for the creation of a good re-lationship between the two parties that

contains individual expectations and beliefs on the realibil-ity of a person or organi-zation. It is inevitable that internal social media can have a positive and negative effect. However, the discussion in this paper focuses more on and responds to communication through internal social media that can provide positive support to the company's operational development, which is ANTV. Discussion

PT. Cakrawala Andalas Televisi (ANTV) As a company that has a diversity and complexity of employees has many internal communication problems. This internal communication problem is the concern of management because it can affect the company's reputation. The company's reputation begins with how the company builds a good relationship with its employees. The ability of the company in establishing communication with its employees becomes important because the company expects the goals to be achieved in the future.

ANTV then see the development of communication technology as a positive trend to build a good relationship between the company and its employees, so the idea appears to build an internal social media called TAP Playground. This internal social media not only benefits employees and leaders, but also positively impacts the development of ANTV business. For that, it takes cooperation between employees and leaders so that the internal social media application is not ended in failure. In the TAP Playground app users can find experts who can answer curiosity quickly. For example if employees want to find info about IT, employees can find discussion forums that have been formed in the TAP Playground application. In the forum employees can talk about the latest products, details of goods, and so forth. With a forum in the TAP Playground it is expected that other employees can share experiences in other discussion forums about what has been experienced in the work. In this TAP Playground app, there are also other tools that resemble social media that is currently being used, PATH. Employees can also post photos, status, and more. So that other employees become aware of what the other divi-sions are doing in this company.

From the leader's side, social media can be used as a tool to monitor the conversation of employees, knowing what is the problem in the company so that management can take action quickly before growing more serious. Communication within an organization is an interaction to create a relationship of individual or group. In principle, communication becomes a factor capable of connecting various parties within the company (Susanto, LSPR Jurnal, vol.IV).

ANTV see the importance of communication that can connect all individuals from staff level to commissioners so that the consideration of building social media in the internal environment ANTV best interest. In a paper in Vocus White Paper entitled Optimizing Your Public Relations with Social media mentioned that one of the advantages of social media is its interactive nature. Interactive means that through social media an organization can communicate and receive feedback as soon as possible from the users. The speed of receiving a response can also make the dialog more constructive. It goes on to say that through social me-

dia, it encourages a process of dialogue between social media users and organizations, where social media users can easily comment on corporate blogs. But of course the character owned by social media when not managed wisely can actually accelerate the spread of rumors or negative issues. When employees provide opinions or ideas in the TAP Playground then employees will receive various risks. When one takes risks disclosed in speaking of thoughts, information, conclusions, feelings, and reactions to a situation and a partner will respond positively to acceptance, support, cooperation and reply to us by being disclosed in the discussion Thoughts, ideas, and feelings, that's where trust can form and develop (Johnson & Johnson, 1997).

The expected process of communication within internal social media is the existence of two-way communication. The company responds and makes the feedback responded. But that does not mean to be fully addressed. Solomon, (2001) explains that there are times when a person is in an extreme distrust period. This happens because of the betrayal or committed by the company's organization or employees who violate the trust and commitment. However, it is expected that this distrust can be resolved soon with the openness that can restore distrust to trust.

3. Research Method

According to Poerwandari (2001), to get depth and special understanding about the phenomena and to be able to understand man in all its complexity subjective beings, then qualitative approach is the most appropriate method to use.

Research method that used in this research is intrinsic case study, kind of an interesting case for examining. Acording Moleong (1998), case study is a method to collect and data analyse for case studies. Something that made for case study not only because there are some problems, difficulties, obstacles, etc. but that can also because of the greatness or the successfulness.

The purpose of this case study is giving an overview about the background, and the characters from the case or status of individual that will become something general.

Meanwhile, according Moleong (2000) qualitative approach is the approach that intends to understand the phenomenon that experienced by research subject, for examples the perception, motivation, actions and others.

The subjects of this research are the head of Human Capital Development of ANTV and the staff who use TAP Playground. The objects of this research are trust and TAP Playground.

Techniques of collecting data are observation and interview. The researcher was in the study for observation but not involved in all activities on TAP Playground. The interview was conducted on the interviewers, the head of ANTV HCD and the staff. Selection of informants is based on purposive sampling that trustworthy and authentic.

4. Result and Discussion

The result of the interview with Head of HCD gives an idea that the trust given by the staff to the company with the many suggestions in TAP Playground, really helps the company to be better to give the best to the staffs.

Staffs also feel helped by the TAP Playground. Despite the inherent family culture in ANTV, respect and courtesy remain in the TAP Playground when staff ask some questions or give some suggestions.

Based on the results of interviews and observations, it can be shown that openness, connected, and participation between staffs and supervisors make staffs feel confident to share their stories and suggestions in TAP Playground. This is what helps management to achieve the goal of working for the better.

5. Summary

ANTV must be able to accommodate the rapid development of communication technology. TAP Playground As the internal social media that became one of the new attentions, ANTV is expected to give influence to the change of way of communicating within the company. In addition, with the existence of TAP Playground is expected to be more the creation of the working sense of kinship because of the trust of employees to the company resulting in a change of work culture is good to achieve maximum performance.

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