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JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : [humanismanajemen@gmail.com](mailto:humanismanajemen@gmail.com)



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## Effectiveness of Induction Training on PT First Media Employee Performance

Ahmad Taufik; Eki Hermawan; Joko Susilo; Muhammad Fikri Alfarobi; and Hadi Supratikta

Pamulang University, Jl. Suryakencana No.1, Pamulang Barat, Kec. Pamulang, Kota Tangerang Selatan, Banten, 15417, Indonesia

E-mail: 1) [ahmadtaufikopet69@gmail.com](mailto:ahmadtaufikopet69@gmail.com)  
2) [ekihermawan11@gmail.com](mailto:ekihermawan11@gmail.com)  
3) [jokosusilokediri5@gmail.com](mailto:jokosusilokediri5@gmail.com)  
4) [fkralfrwork@gmail.com](mailto:fkralfrwork@gmail.com)  
5) [dosen00469@unpam.ac.id](mailto:dosen00469@unpam.ac.id)

**Abstract:** PT. First Media, as one of the large companies in the mass media industry services and content creation, both information and entertainment, has implemented an induction training program for new employees. PT. First Media, as one of the large companies in the mass media industry services and content creation, both information and entertainment, has implemented an induction training program for new employees. However, the effectiveness of this program on employee performance still needs to be researched further to ensure that the investment made by the company provides optimal results. In carrying out this research, researchers used the case study method. Data collection techniques for this research used Observation, Interview and Documentation methods. Based on the results of observations and interviews, it can be concluded that the induction program organized by PT First Media is generally effective. However, there are several important points that need to be considered to increase the effectiveness of the induction program in the future.

**Keywords:** First Media, Induction, Employee performance

### INTRODUCTION

In the era of globalization and increasingly fierce competition, human resources (HR) have become an important asset for companies to achieve competitive advantage. The success of a company in achieving its goals depends greatly on the

quality and performance of the employees who work in it. Therefore, HR management, including developing employee capabilities, is a top priority for many organizations. One way to improve employees' abilities so they can contribute optimally is through training and development. One of the types of training that is often implemented is induction training.

Induction training is initial training given to new employees to help them understand the duties, culture and work procedures at the company. This training aims to speed up the adaptation of new employees and increase their productivity in a shorter time and ensure harmony between the individual and the organization.

PT. First Media, as one of the large companies in the mass media industry services and content creation, both information and entertainment, has implemented an induction training program for new employees. However, the effectiveness of this program on employee performance still needs to be researched further to ensure that the investment made by the company provides optimal results.

This research aims to analyze the effectiveness of the induction training program at PT. First Media and its influence on employee performance. It is hoped that the results of this research will provide insight for companies to optimize their training programs.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### A. Literature review

#### 1. Human Resource Development and Training

Human Resource Development (HR) is a systematic process that includes training, education, and management of employees to increase their competence in meeting organizational needs effectively. According to Andayani and Hirawati (2021), HR development aims to increase employee professionalism, skills and work productivity. This process includes competency-based training, career development, and personality development.

Training is a process to improve employee skills, knowledge and attitudes to suit job requirements. According to Sedarmayanti (2020), training helps employees understand job responsibilities and improve their ability to carry out their duties. In addition, effective training can increase motivation and job satisfaction, which ultimately impacts performance.

#### 2. Induction Training Program

Induction training is a type of training program that aims to help new employees adapt to the organizational culture, work environment and tasks they will carry out. This program is usually carried out immediately after employees are hired, to provide an understanding of company values, procedures and applicable rules. According to Hasibuan (2021), induction training helps new employees adapt to the work environment, understand organizational culture, and build relationships with colleagues. This is very important to create a conducive work climate.

According to research by Malik.F, et al (2023), induction training has an important role in increasing the effectiveness of new employees. This training helps reduce employee adaptation time, increase self-confidence, and accelerate work productivity achievements. In addition, well-planned induction training can influence employee retention rates and build positive working relationships between new employees and the organization.

According to Hana, NN, Enjelina, P., et al (2024) said Induction training often includes:

- a. Company Introduction, namely providing information related to the company's vision, mission, organizational culture and structure.
- b. Team Introduction is introducing new employees to coworkers and managers.
3. Technical Training provides the basic skills needed to carry out job duties.
- a. Employee performance

Employee performance refers to the level of achievement of work results that are in accordance with the standards set by the company, including aspects of quality, quantity and timeliness. According to Mangkunegara (2020), employee performance is the work results achieved by a person in carrying out tasks according to the responsibilities given. Factors that influence performance include motivation, individual ability, work environment, and organizational management. Rivai and Sagala (2022), performance is influenced by various factors, including ability, motivation and training received by employees.

#### 4. The Relationship Between Induction Training and Employee Performance

Induction training is an orientation process given to new employees to introduce them to the work environment, company culture, roles they play, and the company's expectations for their performance. This training is important because it can help employees adapt more quickly to the work environment, improve technical skills, and understand organizational goals.

Annalia (2020) in Gustiana, R., et al (2022) said that effective induction training can directly improve employee performance. This training provides a strong foundation for employees to carry out their duties more efficiently, increases work motivation, and reduces stress levels due to a lack of understanding of duties and responsibilities. Additionally, this training helps create a positive initial relationship between the employee and the organization, which impacts long-term loyalty and productivity. Wardhana (2021) in Arta, et al (2023). states that the success of induction training depends on several factors, such as the quality training materials, facilitator competency, and relevance of training to employee job duties. Apart from that, evaluation and feedback after training also contribute significantly to the effectiveness of this training in improving employee performance.

## Hypothesis Development

Based on the literature review, the following hypothesis can be formulated:

- H1: Induction training program at PT. First Media has significant effectiveness in increasing employee understanding of the company's work culture.
- H2: The induction training program has a positive effect on employee performance at PT. First Media.

## METHODS

The object of this research is induction training and employee performance. This research was carried out on employees of PT. First Media Region Cideng as many as 20 people. In carrying out this research, researchers used the case study method. The

case study method is a very popular form of qualitative analysis and involves careful and comprehensive observation of a social unit, be it a person, family, institution, cultural group, or even an entire society. This is a deep, not broad, learning method (C.R. Kothari, 2004). Case studies are used to find out the role of induction sessions on the performance of PT employees. FirstMedia.

Data collection techniques for this research used Observation, Interview and Documentation methods. Observation is a research tool that requires systematic and careful examination of the phenomenon being studied (Lodeco et al, 2006). Observations were carried out with the aim of finding out how the induction process was carried out. Interviews are one of the most widely used and basic methods for obtaining qualitative data. Interviews are used to collect data from people about opinions, beliefs, and feelings about situations in their own words (Ary et al, 2014). The use of the interview method is aimed at company managers with the aim of knowing the development of employees after attending the induction session, and interviews with induction participants aim to find out how the participants respond after they attend the induction session. Documentation techniques are a way of collecting data through written remains, such as archives, including books about theories, opinions, propositions or laws and others related to research problems (Zuriah, 2009). Documentation is carried out by collecting participant survey forms and also interview recordings from respondents.

## RESULT AND DISCUSSION

### A. Respondent Characteristics

The research sample was 20 respondents. It is known that the characteristics of respondents are that there are more male workers than female workers, based on the dominant age being in the range >30 years. Data is in the table below: Tabel 1. Karakteristik Responden:

No	Data	Frequency	Percentage
1	Gender		
	Man	13	65%
	Women	7	35%
2	Age		
	<20	1	5%
	20-25	7	35%
	26-30	3	15%
	>30	9	45%

## B. Observation Data

### Analysis General

#### Information:

- Company: PT First Media.
- Program: Pelatihan Induksi Karyawan Baru.
- Observation Date: Wednesday, 04 December 2024.
- Teacher: Manajer department sales.
- Frequency: Every Wednesday.
- Material: Products, Sales Process, Commissions, Fraud, Selly Application.

In general, participants were quite active during the session, especially in the question and answer section regarding product and commission material. Material regarding products and sales processes was considered very relevant and useful by participants. However, some participants still needed additional explanation regarding the use of the Selly application. The use of presentation and demonstration methods is considered effective. However, there needs to be a variety of methods to maintain participants' interest, such as ice breaking or group discussions. The majority of participants gave a positive evaluation of the induction program. However, there are several suggestions regarding the duration of training and materials that need to be deepened because some materials, especially technical ones, require more time to explain in detail.

## C. Interview Data Analysis

A total of 20 induction participants have conducted interviews with the aim of finding out the participants' responses after they attended the induction session. The use of the interview method with managers aims to find out the development of employees after attending the induction session. The results of the interview are presented as follows:

### 1. Participant Satisfaction.

All participants said they were satisfied after attending the induction session because the material explained was very relevant to their daily lives as employees.

### 2. The most useful material.

Almost all induction participants answered that the explanation about commissions/incentives was very useful material because they could calculate for themselves how much commission they would get so they could adjust it to their own needs.

### 3. Ineffective material.

Only one participant commented regarding material that was less useful, namely the fraud section. This participant felt that fraud was a part that he already understood because all companies' fraud policies were almost the same. Meanwhile, others felt that the material taught was very effective.

### 4. Helping employees adapt to the company's work environment and culture.

All participants said that this program really helped them adapt to the company environment.



They also said that after participating in the Induction program they felt accepted as part of the First Media family.

5. Helping employees to improve performance.

The induction program is very beneficial for employees because all participants feel that with this program they become more motivated, and helps prepare them to carry out the job desk they are responsible for. This is in line with managers' statements that induction sessions help improve employee performance because their understanding of the product increases and is also able to increase employee self-confidence.

## CONCLUSIONS

Based on the results of observations and interviews, it can be concluded that the induction program organized by PT First Media is generally effective. Participants responded positively to the material presented, especially regarding products, sales processes and commissions. This shows that the material provided is relevant and useful for new employees in carrying out their duties.

However, there are several important points that need to be considered to increase the effectiveness of the induction program in the future:

- **Mastery of Technical Material:** Although most participants were satisfied, there were still some who needed further explanation, especially regarding the use of the Selly application. This indicates the need for a more in-depth evaluation of the technical material and delivery methods.
- **Variations in Teaching Methods:** The use of presentation and demonstration methods is good, but there needs to be a variety of methods such as group discussions, case studies, or simulations to increase participant interactivity and engagement.
- **Continuous Evaluation:** Induction programs need to be evaluated periodically to identify areas that need improvement and adapt the material to the company's business developments.
- **Focus on Skills Development:** Apart from product knowledge and sales processes, induction programs also need to focus on developing soft skills such as communication, problem-solving, and teamwork.
- **Ongoing Support:** After the induction program, there needs to be a mechanism to provide ongoing support to new employees, for example through mentoring or coaching programs.

Overall, PT First Media's induction program has provided a strong foundation for new employees to adapt to the work environment and improve their performance. By making several adjustments and improvements, this program can become more effective in achieving its goals.

## SUGGESTION

**Periodic Evaluation:** Conduct regular evaluations of the induction program to identify areas that need improvement and adapt the material to the company's business developments.

**Personalization of Materials:** Tailoring training materials to the specific needs of each department or role.

**Variety of Teaching Methods:** Combining various teaching methods such as group discussions, case studies, or simulations to increase participant interactivity and

**Focus on Skills Development:** Apart from product knowledge and sales processes, induction programs also need to focus on developing soft skills such as communication, problem-solving, and teamwork.

**Ongoing Support:** Providing ongoing support to new employees after the induction program, for example through mentoring or coaching programs.

**Measure Impact:** Conduct follow-up studies to measure the long-term impact of induction programs on employee performance and employee retention.

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