

Perencanaan Program Komunikasi Internal dalam Upaya Meningkatkan Engagement Agen PDaja.com = Internal Communication Program to Increase PDaja.com Agent Engagement

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Abstrak

PDaja.com merupakan produk pinjaman berbasis website milik Bank Sahabat Sampoerna (BSS) yang didirikan pada November 2018. Agen PDaja.com memiliki 83 Anggota. Agen yang berstatus freelancer memiliki peranan penting sebagai pemasar produk yaitu sebesar 70% pengajuan pinjaman melalui perantara Agen. Kurangnya engagement Agen terlihat dari hasil survei pada 40 Agen, yaitu sebesar 40% Agen belum pernah mengikuti Agent Gathering, dan sisanya sebesar 60% Agen pernah mengikuti Agent Gathering. Hasil pengukuran engagement Agen PDaja.com dengan skala penilaian 1-10 menunjukkan hasil, yaitu engagement pada dimensi fisik memiliki nilai rata-rata sebesar 6.6, dimensi kognitif memiliki nilai rata-rata sebesar 7.2 dan dimensi emosional memiliki nilai rata-rata 6.8. Program komunikasi internal dapat meningkatkan engagement. Program yang ditujukan kepada seluruh Agen PDaja.com bertema "Bersama Jadi Kebanggaan PDaja.com", bertujuan untuk meningkatkan kognitif, fisik dan emosional engagement Agen PDaja.com. Program akan dilaksanakan pada Juni 2021- November 2021. Pesan Kunci "Bersama Jadi Kebanggaan PDaja.com", bermakna PDaja.com berupaya menjalin kebersamaan dengan Agen untuk meningkatkan engagement agar Agen tetap menjadi kebanggaan PDaja.com. Estimasi anggaran program Rp. 21.949.000 (keadaan normal) dan Rp. 10.400.000 (Jika Pandemi Covid 19 masih berlangsung). Melalui program ini diharapkan terjadi peningkatan partisipasi Agen di setiap kegiatan minimal 70% (58 Agen) dan Engagement Secara kognitif fisik serta emosional meningkat menjadi rata-rata 8 (perhitungan skala 1-10).

PDaja.com is a website-based loan product owned by Bank Sahabat Sampoerna (BSS), established in November 2018. PDaja.com has 83 Agent members. Agents who are freelancers have an essential role as product marketers because 70% of loan applications go through Agents. The lack of Agent engagement revealed from the results of a survey of 40 Agents, 40% of Agents who had never attended Agent Gathering, and 60% of Agents had attended Agent Gathering. The results of measuring PDaja.com Agent engagement on a scale of 1-10 are engagement in the physical dimension has an average value of 6.6, the cognitive dimension has an average value of 7.2, and the emotional dimension has an average value of 6.8. Internal communication programs can increase engagement. The program "Together Becomes Pride of PDaja.com", for all PDaja.com Agents. It's a purpose to improve the cognitive, physical, and emotional engagement of PDaja.com Agents. This program will be held in June 2021 - November 2021. The Key Message "Together Becomes Pride of PDaja.com", means to build togetherness with Agents to increase engagement so that Agents remain the pride of PDaja.com. Estimated budget program around Rp. 21,949,000 (standard conditions) and Rp. 10,400,000 (If COVID 19 Pandemic is still ongoing). Through this program, PDaja.com expected an increase in the Agent's participation for each activity at least 70% (58 Agents). Also, engagement in physical and emotional cognitive engagement was up to an average of 8 (calculation scale 1-10).