

ABSTRAK

Kreativitas merupakan hal penting bagi kelangsungan industri pertelevisian. Penelitian ini melihat bagaimana *meaningfulness at work* (*perceived external prestige* dan *perceived organizational identity*) dan *meaningfulness in working* (*job challenge* dan *freedom*) dapat memengaruhi tingkat *employee creativity* di TVRI Stasiun Jawa Timur melalui variabel *organizational identification*, *organization-based self-esteem*, serta *positive psychological experience* (*feeling of vitality and aliveness* dan *sense of positive regard and mutuality*). Pengumpulan data dilakukan dengan membagikan kuisioner kepada karyawan tertentu dengan metode *self assessment*. Pengujian hipotesis penelitian menggunakan metode PLS.

Hasil dari penelitian menunjukkan *perceived organizational identity* dan *job challenge* berpengaruh signifikan terhadap *organizational identification*, sementara *perceived external prestige* dan *freedom* berpengaruh tidak signifikan terhadap *organizational identification*. Variabel *organizational identification* berpengaruh signifikan terhadap *organization-based self-esteem*, *feeling of vitality and aliveness*, dan *sense of positive regard and mutuality*. Namun demikian hanya *organization-based self-esteem* dan *sense of positive regard and mutuality* yang menunjukkan pengaruh signifikan terhadap *employee creativity*, sementara *feeling of vitality and aliveness* menunjukkan pengaruh tidak signifikan terhadap *employee creativity*.

Kata kunci:

meaningfulness at work, meaningfulness in working, organizational identification, organization-based self-esteem, positive psychological experience, creativity

ABSTRACT

Creativity is important for the sustainability of the television industry. This study looks at how meaningfulness at work (perceived external prestige and perceived organizational identity) and meaningfulness in working (job challenges and freedom) can influence the level of employee creativity in TVRI East Java Station through variables of organizational identification, organization-based self-esteem, and positive psychological experience (feeling of vitality and aliveness and sense of positive regard and mutuality). Data collection is done by distributing questionnaires to certain employees using the self assessment method. Testing the research hypothesis using the PLS method.

The results of the study show that perceived organizational identity and job challenges significantly influence organizational identification, while perceived external prestige and freedom have no significant effect on organizational identification. Organizational identification variable significantly influences organization-based self-esteem, feeling of vitality and aliveness, and sense of positive regard and mutuality. However, only organization-based self-esteem and sense of positive regard and mutuality showed a significant influence on employee creativity, while feeling of vitality and aliveness showed no significant effect on employee creativity.

Keywords:

meaningfulness at work, meaningfulness in working, organizational identification, organization-based self-esteem, positive psychological experience, creativity