

ABSTRAK

Kurnia Sri Wijanarko, 111511133118, Hubungan *Cyberloafing* dengan *Innovative Work Behavior* pada Pekerja Generasi Milenial dalam Industri Kreatif Digital, *Skripsi*, Fakultas Psikologi Universitas Airlangga, 2019

xiv+ 120 Halaman, 15 lampiran.

Sejauh mana perusahaan dapat berinovasi ditentukan oleh perilaku kerja inovatif dari masing-masing pekerja, terutama pekerja generasi milenial yang mendominasi di era digital sekarang yang mengaburkan batasan kerja dengan kehidupan pribadi. Hal ini memunculkan fenomena cyberloafing. Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan yang positif antara Cyberloafing dengan Innovative Work Behavior (IWB) pada Pekerja Generasi Milenial dalam Industri Kreatif Digital. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei secara online. Teknik sampling yang digunakan adalah non-probability sampling bertipe purposive sampling. Jumlah subjek penelitian sebanyak 103 responden yang tersebar di berbagai industri kreatif digital di Indonesia. Alat pengumpulan data berupa kuesioner cyberloafing yang dikembangkan oleh Doorn (2011) sebanyak 24 aitem dan alat ukur Innovative Work Behaviour yang dikembangkan oleh De Jong & Den Hartog (2010) sebanyak 10 aitem. Analisis data dilakukan dengan teknik statistik korelasi Bivariate Pearson dengan bantuan program IBM SPSS Statistic 25 for Windows.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang kuat dengan arah hubungan positif ($r = 0,518 > 0,05$) antara Cyberloafing dengan Innovative Work Behaviour generasi Milenial yang bekerja dalam Industri Kreatif Digital.

Kata kunci: *cyberloafing, IWB, kreatif digital, milenial*

Daftar Pustaka, 77 (1994-2019)

ABSTRACT

Kurnia Sri Wijanarko, 111511133118, Relationship between Cyberloafing and Innovative Work Behavior of Millennial Generation Workers in the Digital Creative Industry, Thesis, Psychology Faculty of Airlangga University, 2019

xvi + 120 pages, 15 attachments.

The extent to which companies can innovate is determined by the innovative work behavior of each worker, especially millennial generation that dominates in the digital age now which blurs the boundaries of work with personal life. This raises the phenomenon of cyberloafing. This study aims to determine whether there is a positive relationship between Cyberloafing and Innovative Work Behavior (IWB) on Millennial Generation Workers in the Digital Creative Industry. This study uses a quantitative approach with online survey techniques. The sampling technique used was non-probability sampling type purposive sampling. The number of research subjects was 103 respondents spread across various digital creative industries in Indonesia. The data collection tool in the form of a cyberloafing questionnaire developed by Doorn (2011) was 24 items and Innovative Work Behavior measuring instruments developed by De Jong & Den Hartog (2010) as many as 10 items. Data analysis was performed using Bivariate Pearson correlation statistical techniques with the help of IBM SPSS Statistics 25 for Windows.

The results showed that there was a strong relationship with the direction of a positive relationship ($r = 0.518 > 0.05$) between Cyberloafing and the Millennial Generation Innovative Work Behavior working in the Digital Creative Industry.

Keywords: *cyberloafing, digital creative, IWB, millennial*

Bibliography, 77 (1994-2019)