

The Effect Of Publication Media And Negative E-Wom On Employees Work Motivation Ud. Sumber Indah Livestock Company In Pandemic Covid-19

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Abstract — This study attempts to analyze the effect of publication media and negative e-wom on employees work motivation UD. Sumber Indah livestock company in the covid-19 pandemic. The study is publication media (X1), negative e-wom (X2), and motivation (Y). Publication media has six basic principles based on content of the news in the publicity. Hence, these sixth principle can be measuring instrument or the successful publication by the media, consisting, creativity, quantity, visibility, understandable legality. In that second independent variable is a negative e-wom, which has 3 indicators including intensity, a valence of opinions, and content. While in the dependent variable (Y) Work motivation, which has 3 indicators including the direction to behavior, persistence, and level of effort. The analytical tool used multiple linear regression analysis. The population in this study were all employees of UD Sumber Indah, totaling 97 respondents, so the sampling technique in this study was a saturated sampling technique. The results showed that the media publication variables and negative e-WoM had a significant and partial effect on work motivation of the employees of the UD Sumber Indah livestock company with a significance value of 0.000 each.

Keywords — *Media Publication, Negative e-WoM, Work Motivation*

1. Introduction

The Indonesian government has issued a disaster emergency status starting from February 29, 2020 to May 29, 2020 regarding the Covid-19 virus pandemic with a total time of 91 days. The Indonesian government implements the policy of Large-Scale Social Restrictions (PSBB) which is regulated in Government Regulation number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB). The policy changes the social and economic activities of the community, such as limited access to transportation, closing and reduced operating hours of shopping centers, recreation areas and other public places. In the second quarter of 2020, the decrease in the availability of job opportunities was 73.74%, higher than the first quarter of 2020 (36.75%) with the largest impact being felt by the community with an income group of IDR 1-3 million per month. The level of community income and the employment availability index decreased significantly from the first quarter to the second quarter in 2020 due to the impact of Covid-19.

Every month the number of UD Sumber Indah employees changes except in June. The exit of several employees who were later replaced by new employees indicates a decrease in work motivation. Loss of income and work can lead to emotional exhaustion and the uncertainty of conditions in the midst of a pandemic adds more stress. The number of news figures

Layoffs and slowing economic growth in various sectors through the presentation of data by various news portals, both actualized and un-actualized, are deemed to have a significant influence on work motivation as a response to uncertain conditions in the midst of the Covid-19 pandemic era. Therefore, the author focuses on the effect that media publications and negative electronic Word of Mouth (e-WoM) have on work motivation in the midst of the pandemic era.

2. Literature Review

2.1. Previous Research

Research by Zhafri (2018) shows that news has a significant influence on performance. The purpose of this study was to determine the phenomena and conclusions regarding the effect of reporting variables, competence and

motivation on the performance of Public Relations Officers in the Ministry of Home Affairs. The results of the research test are as follows: the results of the first partial t test answered that H0 was rejected and H1 was accepted, namely that the news had a significant effect on performance. The results of the second partial t test answered that H0 was rejected and H2 was accepted, that is, competence has a significant effect on performance. The results of the third partial test answered that H0 was accepted and H3 was rejected, namely that motivation has no significant effect on performance. The results of the Simultaneous Test F answer that H0 is rejected and H4 is accepted, namely that News, Competence and Motivation have a joint effect on the Performance Variables of Civil Servants in the Public Relations section of the Ministry of Home Affairs.

The second study by Cao et al. (2016) aims to determine the effect of social media on employee performance, as well as the mechanism underlying how brands create value in the workplace. Based on the results of the study, it can be concluded that social media encourages the formation of employee social capital as indicated by network ties, shared vision and trust, which in turn can facilitate the transfer of knowledge. Both shared vision and knowledge transfer contribute significantly to work motivation.

The third study by Demircioglu and Chen (2019) explained that more and more employees of public organizations are using social media for work purposes. Descriptive statistical results show that most employees do not use social media for work purposes. There are findings implying that the use of social media is positively related to the satisfaction of public employees' needs and employees' intrinsic work motivation.

The fourth study by Islam et al. (2020) aims to investigate how motivational factors and personal attributes influence negligence in social media use and sharing of unverified information during the COVID-19 pandemic. The results showed that people who were driven by self-promotion and entertainment, as well as a lack of self-regulation, were more likely to share unverified information. Exploration and religiosity are negatively correlated with sharing unverified information. However, exploration also increases neglect of social media use. The authors' findings suggest that different purposes of social media use have problematic consequences, in particular, increased sharing of misinformation.

The fifth study by Chao et al. (2020) explained that the COVID-19 outbreak in China poses a tremendous threat to people's health and well-being. The results showed that the use of new media, rather than traditional media, was significantly associated with more negative affect, depression, anxiety, and stress. Media engagement was also associated with more negative affect, anxiety, and stress. This study highlights the need for timely public health communication from official sources and suggests reducing media exposure.

2.2. Theoretical basis

2.2.1. Media Publications

According to Cangara (2020, as cited in Habibie, 2018) media is a tool or means used to convey messages from communicators to audiences, while the notion of mass media itself is a tool used in delivering messages from sources to audiences by using tools. communications such as newspapers, films, radio and television. In recent years, new media has been enlivened by the phenomenon of the emergence of social networking sites, these sites provide a place in the virtual world to build a community of friendship networks that can be accessed by everyone around the world (Suri, 2019). Interactive media allows for a reciprocal flow of information that allows users to participate and modify the content of the information in real time (Morissan, 2010 as cited in Suri, 2019).

From a review of the mass media, media publications (publicity) are information provided by outside sources that are used by the media because the information has news value (Puspitasari et al., 2018). Publicity according to Iriantara (2011, as cited in Yulistiyana, 2018) has six basic principles based on the content of the news content in publicity activities. Therefore, these six principles can be a measuring tool or indicator of the success of publication by the media which can be explained as follows:

- a. Creative and attractive packaging of news by the media so that the interest of readers in accessing the information or news increases.

- b. Diverse. News publicity is packaged and published in various forms so that readers do not get bored in reading the available information and get various information from news or publicity by the media, whether printed, electronic or social media.
- c. Quantity. In conducting publicity, the message must be given repeatedly. This is done with the aim that readers are more aware of the news
- d. Visibility. News or information published by a media is intended for the general public and is a form of mass communication or communication on a large scale so that easy access is needed by readers.
- e. Legality. Publicity by the media aimed at the public will be recognized as legal if the publicity is followed or accessed by the public or the wider community.
- f. A good form of publicity is one that is easily understood by readers, because the quality of the content greatly affects the success of the communication message being conveyed.

2.2.2. Negative e-WoM

According to Hening (2004, as cited in Indriani & Pasharibu, 2020), e-WoM is a statement given by consumers both negative and positive about certain brands that are reported through the internet. Through sites or online channels such as the company's official website, online communities, newsgroups, chat rooms, blogs, microblogs, email, forums, virtual customer communities, and other social networking sites (Agustine & Prasetyawati, 2020). According to Apsari (2020) negative e-WoM is a form of response to dissatisfaction with a service, product or company, as well as spreading the bad experience and giving advice to other customers not to purchase a product or service. Goyette et al. (2010, as cited in Ivana et al., 2014) divide e-WOM in three dimensions, namely:

1. Intensity in e-WOM as the number of opinions written by consumers on a social networking site. Research conducted by Goyette et al. (2010, as cited in Ivana et al., 2014) divides the indicators of Intensity as follows:
 - a. Frequency of accessing information from social networking sites
 - b. Frequency of interaction with users of social networking sites
 - c. Number of Reviews written by users of social networking sites.
2. Valence of Opinion is feedback from users of social networking sites, either positive or negative about a news report. From this definition, it can be seen that the Valence of Opinion indicator has two characteristics, namely negative and positive.
3. Content is the information content of social networking sites related to related issues that are being reported

2.2.3. Work motivation

Ernika (2016, as cited in Goncalves, 2019) defines work motivation as a driving force that is able to create work enthusiasm by generating, directing, and behaving work and expending a level of effort to make the greatest contribution to the success of the organization in achieving its goals. According to George and Jones (2005, as cited in Timothy, 2017) there are three dimensions in work motivation and the three dimensions are: the direction of behavior, the level of persistence, and the level of effort.

3. Research Methods

3.1. Analysis

Model

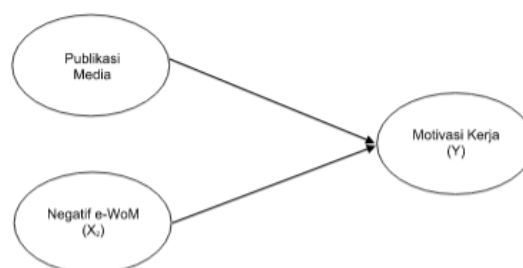


Figure 3.1. Analysis Model
Sources : Data processed, 2021

3.2. Research Hypothesis

Based on the results of previous studies and the framework of thought, several research hypotheses were established, including:

- H1: Media publications have a significant effect on the work motivation of employees of the UD Sumber Indah livestock company
- H2: Negative e-WoM has a significant effect on the work motivation of employees of the UD Sumber Indah livestock company

3.3. Research Approach

This study was conducted to determine whether media publications and negative e-WoM had a significant influence on the work motivation of the UD Sumber Indah livestock company during the Covid-19 pandemic era. This research was conducted through a quantitative approach with a descriptive method. The opinion of Creswell (2019) states that quantitative research is an approach to testing objective theory by testing the relationship between variables. The target population in this study were all employees of companies engaged in the livestock sector, namely UD Sumber Indah and located in Jombang City, East Java as stipulated in the operational definition of the study.

In research activities, the sample can be interpreted as the number of part of the population whose position is representative of the population and is used as a source of research data collection. Based on the specified population, the sampling technique is saturated sample where the sampling technique involves all members of the population and is then used as a sample. Thus, in this study the number of samples used was 97 respondents.

The types of data used in this research are primary data sources and secondary data sources. The primary data in this study is data obtained by researchers directly from respondents by distributing questionnaires to the research sample, namely 97 respondents who are employees of the UD Sumber Indah livestock company. While secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents. Questionnaires as a primary data collection tool were obtained from respondents who had been determined and analyzed using a Likert scale. According to Siregar (2016, as cited in Imron, 2019) the Likert scale is a scale that can be used to measure a person's attitudes, opinions and perceptions about a particular object or phenomenon. The use of the scale has assessment provisions, namely:

1. Strongly agree (SS) = score 5
2. Agree (S) = score 4
3. Disagree (KS) = score 3
4. Disagree (TS) = score 2
5. Strongly disagree (STS) = score 1

3.4. Instrument Test

3.4.1. Validity and Reliability Test

The validity test according Ghazali (2011, as cited in Simanjuntak et al., 2021) is determined by the results of the significance value. If the significance value shows a number less than 0.05 then the research instrument is valid. In addition to comparing the significance value, validity processing can use Pearson correlation. If the correlation coefficient value > 0.03 then the item is declared valid. According to Ghazali (2011, as cited in Simanjuntak et al., 2021), SPSS has features to measure the level of reliability with the Cronbach Alpha (α) statistical test. A variable will be assessed as a reliable variable if it gives a value of (α) 0.70.

3.5. Data analysis method

3.5.1. Multiple Linear Regression Analysis

According to Gozali (2011, as cited in Simanjuntak et al., 2021), regression analysis has the aim of knowing the direction of the relationship between the dependent and independent variables and also measuring the

strength of the relationship between two or more variables. Multiple linear regression analysis is a linear relationship between two or more independent variables (X) and the dependent variable (Y).

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \quad (1)$$

Information:

Y = Purchase Decision

= Constant

β_1, β_2 = Regression Coefficient

X_1 = Media publication variable

X_2 = Variable e-WoM

ε = Error / error rate

3.5.2. Statistical Test (t Test)

. The test uses a significance level of = 0.05 or 5%. The criteria for hypothesis testing are as follows:

1. The significance value 0.05, then the hypothesis is rejected or the independent variable has a significant effect on the dependent variable
2. The significance value 0.05, then the hypothesis is accepted or the independent variable has no significant effect on the dependent variable.

3.5.3. F Uji test

The F test is a model feasibility test conducted to test the fit of the model so that it can be used to determine whether media publications (X_1) and negative e-WoM (X_2) have a simultaneous positive effect on work motivation (Y).

3.5.4. Correlation Coefficient Test (R) and Determination (R^2)

According to Kuncoro (2013, as cited in Denniswara, 2016) the coefficient of determination (R) indicates the degree of compatibility of the relationship between the independent variable and the dependent variable. The value of the coefficient of determination is between zero (0) to one (1). If the value of the coefficient of determination is getting closer to zero (0), then the relationship between the independent and dependent variables is getting further away. And vice versa, if the value of the coefficient of determination is getting closer to one (1), then the influence of the relationship between variables is getting stronger.

3.6. Classic assumption test

According to Ghazali (2017, as cited in Hepi et al., 2021) one way to find out the multiple linear regression model in research, so that the results really show a significant and representative relationship or BLUE (best linear unbiased estimator) classical assumption testing is done.

3.6.1. Normality test

This test was conducted to determine whether the distribution of data is normally distributed or not. Normality test using Kolmogorov - Smirnov test. The test value is based on Kolmogorov - Smirnov with a significance > 0.05, it can be concluded that the data distribution is normally distributed.

3.6.2. Multicollinearity Test

According to According to Ghazali (2013, as cited in Hepi et al., 2021), multicollinearity can be identified by using the correlation matrix analysis method of independent variables by reviewing the Tolerance value and the value of the variance inflation factor (VIF). Both show each independent variable which is explained by the other independent variables. The commonly used cut-off value is a tolerance value of 0.10 or equal to VIF above 10. If the tolerance value exceeds 0.10 or the VIF value is less than 10, it can be stated that there is no multicollinearity between variables in the regression model.

3.6.2. Heteroscedasticity Test

According to Ghazali (2013, as cited in Hepi et al., 2021) to detect the presence of heteroscedasticity can be tested with the Glejser Test. The method used to test Glejser is using independent variable regression on absolute residuals. The regression model that does not indicate the heteroscedasticity phenomenon is the significance value of the independent variable on the absolute value of the statistical residual above = 0.05.

4. Results and Discussion

4.1. Research Approach

UD Sumber Indah is a company engaged in the laying hens sector and has been established since 1989 as a family business. The products offered by UD Sumber Indah are chicken eggs which can be purchased on a large or small scale. In relation to this research, the object of research is all employees of UD Sumber Indah. There are variations in the age of respondents in the study, ranging from the age range of 20 - 30 years by 11.34%, ages 31 - 40 years by 69.07%, and ages over 40 years by 19.59%. The research sample is all employees of UD Sumber Indah, so it can be concluded based on Table 5.1 that the contribution of respondents is dominated by employees with an age range of 31-40 years with a frequency of 67 people and as many as 90 people (92.78%) while men as many as 7 people (7.22%).

4.2. Description of Research Variables

In this study, the variables used were media publications and negative e-WoM as the independent variable (X) and work motivation as the dependent variable (Y). Respondents' answers that have been obtained will be explained below on each research variable. In categorizing the mean of respondents' answers, the following criteria will be used:

Table 4.1. Category Mean Respondent's Answer

Internal	Category
4.21 – 5.00	Strongly Agree (SS)
3.41 - 4.20	Agree (S)
2.61 - 3.40	Simply Agree (CS)
1.81 - 2.60	Disagree (TS)
1.00 - 1.80	Strongly Disagree (STS)

Source: Ghazali (2011) in Sons and Arizona (2016)

4.2.1. Descriptive Analysis of Media Publication Variables

Table 4.2. Description of Answers to Media Publication Variables

Statement	mean	Information	Standard Deviation
Media publications drive public enthusiasm and attention through clever, unique and fresh activity methods	3.16	Just Agree	.373
Media publications are packaged and published in various forms	3.33	Just Agree	.746
Media publications use the principle of repetition to convince the public	3.51	Agree	.765
Media publications can be easily seen by the public	3.18	Just Agree	.382
Media publications that are made to convey messages are sufficiently clear to be followed by the public for publicity in any form of media	3.51	Agree	.765
Media publications mean that the series of messages are very easy to understand by the public	3.98	Agree	.595
Total	3.45	Agree	

Source: Processed Data, 2020

From the table above, it is known that the total mean is 3.45, so it can be interpreted that the average of the respondents agrees with the statement of the media publication variable.

4.2.2. Descriptive Analysis of Negative Variables e-WoM

Table 4.3. Description of Answers to Negative Variables e-WoM

Statement	mean	Information	Standard Deviation
I often get news about layoffs due to the impact of Covid-19	3.18	Just Agree	.373
I feel my job is threatened because of the impact of Covid-19	3.18	Just Agree	.746
I know the content of information related to layoff issues that are being reported from social networking sites	3.41	Agree	.765
Total	3.26	Just Agree	

Source: **Data processed, 2020**

Results from Table 4.3. it can be seen that the total mean of the negative e-WoM variable is 3.26, so it can be understood that the average respondent simply agrees with the statement of the negative e-WoM variable.

4.2.3. Descriptive Analysis of Work Motivation Variables

Table 4.4. Description of Answers to Work Motivation Variables

Statement	mean	Information	Standard Deviation
I never skip	3.86	Agree	.353
I obey the work rules in the organization	3.90	Agree	.306
I have a good relationship with coworkers	3.85	Agree	.363
I don't give up or don't give up easily	3.91	Agree	.292
I have tenacity at work even though the environment is not conducive	3.86	Agree	.353
I have the initiative to solve the problem	3.84	Agree	.373
I have a high consistency in work (<i>endurance</i>)	3.89	Agree	.319
I'm serious at work	3.91	Agree	.292
I am efficient at work	3.86	Agree	.353
I am effective at work	3.84	Agree	.373
I am skilled at work	3.90	Agree	.306
Total	3.87	Agree	

Source: **Processed Data, 2020**

It is known that the total mean of the motivation variable is 3.87 so that it can be understood that the average of the respondents agrees with the statement of the work motivation variable.

4.3. Instrument Test

4.3.1. Validity test

In this study, the results of the validity test are explained to measure the validity of a questionnaire as a means of collecting primary data obtained from predetermined respondents. The following is a table of the results of the validity of each variable:

Table 4.5. Validity test

Instrument	Correlation Value	Sig	Conclusion
Media Publications			
X _{1.1}	0.994	0.000	VALID

X _{1.2}	0.994	0.000	VALID
X _{1.3}	0.922	0.000	VALID
X _{1.4}	0.956	0.000	VALID
X _{1.5}	0.922	0.000	VALID
X _{1.6}	0.692	0.000	VALID
Negative e-WoM			
X _{2.1}	0.929	0.000	VALID
X _{2.2}	0.929	0.000	VALID
X _{2.3}	0.820	0.000	VALID
Work motivation			
Y _{1.1}	0.710	0.000	VALID
Y _{1.2}	0.580	0.000	VALID
Y _{1.3}	0.802	0.000	VALID
Y _{1.4}	0.469	0.000	VALID
Y _{1.5}	0.710	0.000	VALID
Y _{1.6}	0.799	0.000	VALID
Y _{1.7}	0.578	0.000	VALID
Y _{1.8}	0.469	0.000	VALID
Y _{1.9}	0.710	0.000	VALID
Y _{1.10}	0.799	0.000	VALID
Y _{1.11}	0.580	0.000	VALID

Source: Data processed, 2020

In Table 4.5. several questions from each indicator contained in the Media Publication variable (X₁), Negative e-WoM (X₂), and Work Motivation (Y) have a Pearson correlation number between 0.469 - 0.994 and the significance value of all question items is at alpha (α) < 0.05. Thus, based on the results of the table above, it can be concluded that all the question items used in this study can be said to be valid.

4.3.2. Reliability Test

Table 4.6 . Reliability Test

Variable	Cronbach's Alpha	Decision
Media Publications	0.939	Reliable
Negative e-WoM	0.852	Reliable
Work motivation	0.873	Reliable

Source: Data processed, 2020

The table above shows that each of the independent and dependent variables has a Cronbach's Alpha value > 0.6 where the largest *Cronbach Alpha value* is owned by the Media Publications variable (X₁) with a number of 0.9397 and the smallest value is in the negative e-WoM variable with number 0.852. With the results based on the table above, it can be concluded that all the variables used in this study are reliable and can be retested using similar data.

4.4. Classic assumption test

4.4.1. Normality test

Table 4.7. Kolmogorov-smirnof test

	Unstandardized Residual
N	97
asympt. Sig. (2-tailed)	0.200

Source: **Data processed, 2020**

Table 4.97. shows the residual value is normally distributed because the Kolmogorov-Smirnov significance value shows the number 0.200 which is greater than 0.05. ($0.2 > 0.05$).

4.4.2. Multicollinearity Test

Table 4.8. Multicollinearity Test

Variable	VIF
Media Publications	4.248
Negative e-WoM	4.248

Source: **Data processed, 2020**

Based on table 4.8. above, the VIF value of all variables is <10 so based on these results it can be concluded that there is no multicollinearity between the independent variables in this study.

4.4.3. Heteroscedasticity Test

Table 4.9. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.013	1.610		.629	.531
	Media Publications	-.001	.089	-.002	-.016	.987
	Negative e-WoM	.144	.154	.116	.939	.350

Source: **Data processed, 2020**

Based on table 4.9, it shows that the value of each independent variable consisting of media publications has a sig value of 0.987 and negative e-WoM has a sig value of 0.350. Where both values are greater than 0.05, which means it can be concluded that from the 2 independent variables there is no heteroscedasticity.

4.5. Multiple Linear Regression Analysis

Table 4.10. Multiple Linear Regression Test

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	51,227	1,240
	PublicationsMedia X1	1.285	.084
	NegativeWoM X2	-3.605	.247

Source: **Data processed, 2020**

Based on table 4.10 above, the regression equation model can be drawn as follows:

$$Y = 51,227 + 1,285X_1 - 3,605X_2$$

The regression equation model above can be explained as follows:

1. Media publications (X_1) have a coefficient value of 1.285. In conclusion, the work motivation of UD Sumber Indah employees is influenced by media publications of 1.285 and this value will increase if there is an increase of 1.285.

2. Negative e-WoM (X_2) has a coefficient value of **-3.605**. In conclusion, the work motivation of UD Sumber Indah employees is influenced by negative e-WoM where the relationship that occurs is in the opposite direction as indicated by the regression coefficient value (X_2) which is negative, which is -3.605. This shows that if every increase in X_2 variable is 1%, then work motivation decreases -3.605.
3. The coefficient of variable X_1 (media publications) has a positive value which means that the research variable, namely media publications, has a positive and direct effect on variable Y, namely work motivation.
4. The coefficient of variable X_2 (negative e-WoM) has a negative value which means that the research variable, namely negative e-WoM, has a negative and opposite effect on variable Y, namely work motivation.
5. The constant value in the multiple linear regression equation is 51.227 which indicates that if the media publication and negative e-WoM are 0, then the value of work motivation is 51.227.

4.5.1. Statistical Test (t Test)

Table 4.11. t test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	51,227	1,240		41,309	.000
	PublicationsMedia_X1	1.285	.084	1,729	15,362	.000
	NegativeWoM_X2	-3.605	.247	-1,640	-14,573	.000

a. Dependent Variable: Work Motivation_Y

4.5.2. F Uji test

Table 4.12. F Uji test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	415,823	2	207,912	120,754	.000 ^b
	Residual	161,847	94	1,722		
	Total	577,670	96			

a. Dependent Variable: Work Motivation_Y

b. Predictors: (Constant), NegativeWoM_X2, PublicationMedia_X1

The significance value of F of $0.000 < 0.05$ indicates that media publications and negative e-WoM together have a significant effect simultaneously on work motivation.

4.5.3. Correlation Coefficient Test (R) and Coefficient of Determination Test (R²)

Table 4.13. Correlation Coefficient Test (R) and Coefficient of Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.720	.714	1.312

a. Predictors: (Constant), NegativeWoM_X2, PublicationMedia_X1

In table 4.13, it can be seen that the R value is 0.848 or 84.8%, which means that there is a relationship between the variables because the R value is close to 1, so it can be concluded that there is a correlation between media publications and negative e-WoM. While the value of R² shows the number 0.720 or 72% which indicates that the ability of media publications and negative e-WoM variables in explaining work motivation is 72%, while the rest ($100\% - 28\% = 72\%$) is explained by other variables that did not exist in this study.

5. Conclusions and Practical Implication

5.1. Conclusion

The high number of confirmed cases of Covid-19 has prompted the Indonesian government to implement the policy of Large-Scale Social Restrictions (PSBB) which is regulated in Government Regulation number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB). The policy changes the social and economic activities of the community, such as limited access to transportation, closing and reduced operating hours of shopping centers, recreation areas and other public places. This situation has a major impact on the socio-economic conditions of the community, including the sustainability and decline of workers' income.

The decline in people's incomes and the availability of job opportunities raises public anxiety about survival. Primary needs that cannot be postponed encourage the community, especially the workforce, to be able to maintain their jobs and income in the midst of uncertain economic conditions as a result of the emergence of the global Covid-19 pandemic. Reporting of Covid-19 through media publications and the dissemination of news that is not necessarily actual and accurate exacerbates public anxiety over the continuity of their work. In addition, the news that continues to spread and form a communication chain through electronic media from one individual to another causes a psychological impact on employee performance.

The large number of reports on the number of layoffs and slowing economic growth in various sectors through the presentation of data by various news portals, both actualized and not actualized, is felt to have a significant influence on work motivation as a form of response to uncertain conditions in the midst of the Covid-19 pandemic era. Therefore, the purpose of this research is to focus on the effect of media publications and negative electronic word of mouth (e-WoM) on work motivation in the midst of a pandemic era.

From the results of the data collection process through questionnaires to 97 respondents as employees at UD Sumber Indah and data testing, the data obtained from research results that media publications and e-WoM negatives partially and simultaneously have a significant effect on work motivation of UD Sumber Indah employees. The influence of media publications on work motivation is partially positive, which indicates that if there is an increase in media publications, the work motivation of UD Sumber Indah employees will also increase. Unlike the case with the negative effect of e-WoM, where partially the influence given is negative so that when there is an increase in negative e-WoM, the work motivation of UD Sumber Indah employees decreases.

5.2. Practical Implication

The implication in this study is from the findings of 2 independent variables, both of which have a significant influence, but in the findings of this study, the negative variable e-WoM has a non-direct or negative effect on work motivation. This study shows that media publications and negative e-WoM can increase and/or reduce the level of employee motivation.

High work motivation given by employees will increase company productivity, so that it will facilitate the achievement of company goals that have been set. So it is clear that work motivation has a big influence on the company's operations, therefore the company always expects its employees to have high work motivation.

Based on the overall assessment of the company, employee motivation is considered good, this is supported by the performance of employees who can complete according to targets and can meet company goals. Furthermore, good employee motivation can also be seen from the length of time employees have worked at the company, according to existing employee data, the average employee works for more than three years and no employee resigns without a clear reason.

The findings of this study are expected to be input for UD Sumber Indah to increase employee motivation by improving better communication between company management and employees, one of which is by conducting socialization regarding termination policies or other company policies that are not yet known by employees. so that employees feel more comfortable and can prepare themselves with these policies.

In addition, the company must have a reliable ability to respond and overcome existing problems by paying attention to the resources they have and receiving input from a person or group so that there is the best solution and produced through a fair process.

In increasing work motivation, companies or industries must pay attention to the needs of employees and other factors that affect employee performance, so that employees have high work motivation which will ultimately improve employee performance and the progress of the industry or company. Management should try to increase employee motivation, for example by giving awards to employees who excel will be able to improve employee performance. Meanwhile, to improve work discipline, employees who are fully responsible for their work can be given bonuses to provide job satisfaction.

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