



ANALYSIS OF THE EFFECTIVENESS OF THE IMPLEMENTATION OF DIGITALIZATION IN OFFICE ADMINISTRATION AT PT SAKA FARMA LABORATORIES DEPOK BRANCH

Tsamara Salsabila

Faculty of Economics, Universitas Negeri Jakarta, Indonesia

Christian Wiradendi Wolor

Faculty of Economics, Universitas Negeri Jakarta, Indonesia

Eka Dewi Utari

Faculty of Economics, Universitas Negeri Jakarta, Indonesia

Address: Jl. R.Mangun Muka Raya No.11, RT.11/RW.14, Rawamangun, Kec. Pulo Gadung,
Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13220

Author's correspondence: tsamarasalsa72@gmail.com

Abstrak.. The development of digital technology has led to very significant changes in various fields, including in the world of office administration. The application of digitalization in office administration has a major impact on work effectiveness and productivity. The purpose of this study is to analyze the effectiveness of the application of digitalization in office administration, identify the challenges faced and solutions, and find the benefits arising from its application. This research method uses a descriptive qualitative research approach. The results showed that the implementation of digitalization at PT Saka Farma Laboratories Depok Branch has increased the effectiveness of work and productivity of the company even though there are several challenges such as network disruptions, technical problems in applications, and the need for training in adapting new technology for senior employees, but from these challenges the solutions provided can be in the form of special training, implementing a data backup system, strengthening internal networks, and increasing coordination between the center and branches. The benefits of digitalization have provided convenience and a positive work spirit to continue to develop following the changing times that are increasingly complex.

Keywords: Digitalization, Effectiveness, Office Administration, Performance, Technology Implementation.

Abstrak. Perkembangan teknologi digital telah menyebabkan perubahan yang sangat signifikan di berbagai bidang, termasuk dalam dunia administrasi perkantoran. Penerapan digitalisasi dalam administrasi perkantoran memiliki dampak yang besar terhadap efektivitas dan produktivitas pekerjaan. Tujuan penelitian ini adalah untuk menganalisis efektivitas penerapan digitalisasi dalam administrasi perkantoran, mengidentifikasi tantangan yang dihadapi dan solusinya, serta menemukan manfaat yang timbul dari penerapannya. Metode penelitian ini menggunakan pendekatan penelitian kualitatif deskriptif. Hasil penelitian menunjukkan bahwa penerapan digitalisasi di PT Saka Farma Laboratories Cabang Depok telah meningkatkan efektivitas kerja dan produktivitas perusahaan meski ada beberapa tantangan seperti gangguan jaringan, kendala teknis pada aplikasi, serta kebutuhan pelatihan adaptasi teknologi baru bagi karyawan senior, namun dari tantangan tersebut solusi yang diberikan dapat berupa pelatihan khusus, penerapan sistem backup data, penguatan jaringan internal, dan peningkatan koordinasi antara pusat ke cabang. Manfaat digitalisasi ini telah memberikan kemudahan dan semangat kerja positif untuk terus berkembang mengikuti perubahan zaman yang semakin kompleks.

Kata Kunci: Administrasi Perkantoran, Digitalisasi, Efektivitas, Kinerja, Penerapan Teknologi.

INTRODUCTION

In today's digital era, the application of information technology is an important need in company operations, including in the field of office administration. Before

digitalization, administrative tasks were done manually, time-consuming, and ineffective. However, with the advent of technology such as document management systems, accounting software, and cloud-based applications, administrative processes are now faster, more efficient, and structured. Digitization not only speeds up the process, but also improves accuracy and reduces the risk of human error that often occurs in manual data processing. With the application of digitalization in office administration, companies can manage administrative activities in accordance with their quality standards, develop services to company relations, and accelerate decision-making so that they get great benefits.

Digitalization also facilitates better collaboration between employees, both in-office and remotely. This offers flexibility in scheduling and work locations (Salshabilla, 2021). With collaboration tools such as cloud-based communication and project management platforms, teams can interact in real-time, share information more efficiently, and complete tasks collectively without physical limitations. However, behind these advantages and benefits, there are challenges that must be faced, such as network constraints are one of the common problems experienced by many companies that want to implement digital technology. Unstable internet disruptions can disrupt the continuity of online activities and affect the ability of teams to collaborate effectively, changes in organizational culture are also something to consider. Some people may not be ready to switch from traditional methods to advanced methods, so additional support and education is needed to ensure that the entire team is fully comprehensive with the new technology. Finally, the need for upskilling in the use of new technologies is also a relevant issue. Because every year technology develops rapidly, employees must continue to learn and improve their ability to use it. It covers basic to advanced lessons, from software operation to integration with other systems (Niza, 2023). These challenges require special attention so that technology adoption can run smoothly and provide optimal results.

Currently, many companies have implemented the use of application-based digital technology to facilitate work. Its features and functions also vary according to the needs of each company. By utilizing this technology, it is hoped that existing work can be completed properly and faster. One example is the office administration digitization system owned by PT Saka Farma Laboratories Depok Branch called Marfinis Saka

Farma. This application has a great influence on improving administrative performance with its function that allows the effective input and storage of data for the company's operational financial management.

The application of digital technology that is well implemented not only increases productivity, but also creates a more transparent and organized work environment. This allows workers to focus on more value-added strategic tasks, rather than getting stuck in routine administrative tasks. In addition, the implementation of this digital system also facilitates more accurate and real-time reporting, so that management can make more informed decisions based on the latest data.

Thus, digital technology contributes to increasing efficiency and effectiveness in carrying out administrative tasks in the office. In this era of increasingly fierce competition, the ability to adapt to new technologies is key to the company's success. Therefore, investing in digital technology is not just an option, but a strategic step to ensure business continuity and growth in the future.

This article will discuss the application of digitalization in office administration and the challenges that arise in the process of implementing it. In addition, this article will explore the various benefits felt in the process of implementing digitalization in administrative activities in the office. The main purpose of this article is to provide insight to office practitioners on how to utilize digital technology to improve the effectiveness of their administration. With a better understanding of the benefits and challenges of digitalization, it is hoped that practitioners can formulate more effective implementation strategies to improve their organization's performance in this digital era.

LITERATURE REVIEW

Effectiveness

The word "effective" comes from the English word "effective", which means success or something that is done well and achieves the desired result. According to Pekei (2016), effectiveness is the relationship between the results achieved and the goals to be achieved, and can be considered a measure of the extent to which results, policies, and procedures in the organization have been achieved. Effectiveness is also related to the success rate of an operation in the public sector, where an activity is said to be effective if it significantly improves the ability to provide services to the community, in accordance

with the goals that have been set. According to Steers (1985) effectiveness means successful achievement of a target or goal that has been determined. Meanwhile, according to Gibson, Ivancevich, and Donnely (1997), effectiveness refers to the achievement of goals and objectives that have been agreed upon to achieve a common goal. There are three levels of effectiveness, namely, individual effectiveness, group effectiveness, and organizational effectiveness.

According to Brynjolfsson and McAfee (2014), effectiveness in the digital era requires organizations to have flexibility and responsiveness to rapid market changes, where digitalization allows for faster decision-making and more efficient strategy adjustments. The functions of effectiveness in an organization include ensuring sustainability, increasing competitiveness, and increasing profitability. Meanwhile, for individuals, effectiveness serves to improve the quality of life, reduce stress, and increase confidence through the achievement of personal and professional goals. Effectiveness at both the individual and organizational levels plays an important role in achieving goals. Effectiveness means not only working efficiently, but also performing the most relevant activities to achieve the desired results.

It can be concluded that effectiveness refers to the ability to achieve the desired results in accordance with the goals and plans that have been set. Effectiveness involves successfully achieving a set target, with an assessment based on the extent to which the results are achieved in line with the goals that have been set and the sacrifices made.

Implementation of Digitalization

Implementation or implementation is an activity that is not only limited to action, but is part of a planned system mechanism to achieve a goal. Meanwhile, according to Setiawan (2004), implementation includes the development of activities that adjust the interaction process between the goals and actions needed, and requires an effective network of implementers and bureaucracy.

The development of digital technology is the result of the application of ergonomic, thinking, and intelligence principles that are reflected in the advancement of science, which provides benefits in various aspects of human life (Muhasim, 2017). According to Sukmana (2020), digitization is the process of converting media from print, audio, and video formats to digital formats. Deegan and Tanner (2002) in the book *Digital Futures: Strategies for the Information Age*, also mentions that digitization is the process

of converting printed documents into digital formats. So it can be said that the implementation of digitalization means the process of integrating digital technology into various aspects of operations, management, and services in an organization or company. It involves using technologies such as software, data management systems, and digital communication tools to improve efficiency, productivity, and quality of service.

The main feature of digitalization is that it encourages the use of cutting-edge technologies such as artificial intelligence (AI), the Internet of Things (IoT), and blockchain, which are changing the way people communicate and work. It also opens up opportunities for innovative business models and improves connectivity between devices and individuals, supporting more effective collaboration and process automation to improve efficiency. Chui and Manyika (2023) revealed the benefits of digitalization, such as increased operational efficiency, employee skill development, and improved customer service. However, challenges such as network disruptions, digital divides, and organizational culture changes must also be addressed. Digitalization plays an important role in business and daily life, such as improving operational efficiency and information accessibility.

Office Administration

Office administration is all office administration activities that are crucial in supporting operational work, providing the necessary information, and helping the smooth development of the organization. According to Mardiana (2022), office administration is the practice of managing administrative activities related to operational efficiency and organizational effectiveness. It involves planning, organizing, and executing various administrative tasks. The characteristics of office administration, according to Gie (1998), include the nature of services that support operations and involve all individuals in the organization. Meanwhile, the objectives and functions of office administration according to Diah W.S (2018) include the provision of accurate information, efficient administrative management, complaint management, and the implementation of organizational rules and procedures to ensure effectiveness and competitiveness.

There are also several duties of an office admin including compiling agendas, preparing documents, inputting and archiving data, receiving phone calls, and compiling periodic reports. Office admins play an important role in achieving the company's goals

efficiently, taking into account economic, technical, and psychological aspects. Meanwhile, the principles of office administration include efficiency, accuracy, order, confidentiality, and responsibility, which aim to ensure the smooth operation of the office. Overall, office administration includes all activities that support operations, including record-keeping, communication, and document management to achieve efficiency and effectiveness.

METHODS

This study uses a qualitative approach and a descriptive method that aims to explore data in the form of words. The data in this study is divided into two types: primary data and secondary data. Primary data is obtained through three techniques, namely: observation, interviews, and documentation, which include direct conversations with informants, as well as audio or image recordings. Meanwhile, secondary data was obtained through literature studies, which included the collection of information from books, reports, theses, journals, and other digital sources, as well as reviews of previous research and information searches through the internet.

Participants in this study are employees at PT Saka Farma Laboratories Depok Branch. Sampling is carried out using the purposive sampling method, which is a technique for determining samples based on certain considerations (Sidiq & Choiri, 2019). The number of samples in this study is four people, who are selected based on certain criteria relevant to the research topic. The data collection techniques used consist of three methods, namely observation, interviews, and documentation.

RESULTS AND DISCUSSION

Application of Digitalization in Office Administration at PT Saka Farma Laboratories Depok Branch

Digitalization in office administration has brought significant changes, especially at PT Saka Farma Laboratories Depok Branch. The implementation of this digitalization is carried out as a strategic step to increase the efficiency and productivity of office administration. Since a long time, the company has been using digital technology, but the full implementation has only been carried out since 2018 until mid-2021, which is the refinement stage. The main goal of this digitization is to facilitate data access and storage,

speed up administrative processes, and reduce the use of physical documents. These digital systems are not only implemented in internal processes, but also in interactions with clients and suppliers. Despite the challenges in employee training and work culture changes, management believes that with the right training, the implementation of digitalization will be increasingly effective in the future.

The application of digital technology increases efficiency and productivity, although training and adaptation to new technologies are required (Fadillah & Marsofiyati, 2024). PT Saka Farma Laboratories Depok Branch implements administrative digitization by using several applications that support work efficiency. Some of the applications used include Tora, which makes it easier to manage stock of goods digitally, and Marfinis Saka Farma, which supports operational administration, promotion, and financial management activities. In addition, Pandora Saka Farma is used to monitor branch sales in real-time and allow for historical data capture. HRIS Crystal Kalbe is also implemented to support leave applications and employee performance assessments. Finally, Sakamor is used to control visits, trips, and activities at outlets, as well as provide information about ongoing programs. The use of these applications contributes significantly to the improvement of efficiency and effectiveness in the administrative process in the company.

Overall, digitalization at PT Saka Farma Laboratories Depok Branch has been effective and has had a significant positive impact in improving work efficiency and ease of data access. The application of digital technology not only facilitates collaboration between employees, but also accelerates communication flow and decision-making. Additionally, digitalization contributes to operational cost savings through automation of administrative processes and reduced paper usage, ultimately improving the productivity and quality of service of companies.

Challenges of Implementing Digitalization in Office Administration at PT Saka Farma Laboratories Depok Branch

The implementation of digitalization at PT Saka Farma Laboratories Depok Branch, although it aims to accelerate and simplify the work process, still faces various challenges. Some of the main challenges identified include first, the difficulty of adapting to the simultaneous use of the application across all branches which is sometimes difficult for the administration team and some senior employees to understand, so the company

has to conduct regular socialization and training. Second, there is an application that can only be used using the company's network, namely One Kalbe.co.id, outside of the use of the network, the application cannot be used, but this is deliberately done to maintain data security. In addition, some applications, such as Tora Saka Farma, often experience technical issues that require re-socialization through platforms such as Zoom. The inconsistency of directions from the center is also a challenge, because sometimes it is not in line with the stages that have been demonstrated, making it difficult for employees to follow the workflow. Finally, signal issues can cause the input data to not be stored properly, resulting in repetition and delays in the administrative workflow.

Despite facing these various challenges, PT Saka Farma showed a good response by providing solutions through the provision of video tutorials, socialization, and WhatsApp groups to discuss problems. The company is also committed to conducting training and updating the application regularly which is carried out every 2-3 months to improve employee performance. A special division has also been set up to handle complaints related to digitalization and ensure that the application is constantly updated. Overall, despite the challenges, employees see them as minor issues that can be overcome, and the positive response from the company helps keep the spirit to continue the implementation of digitalization effectively and efficiently. Some of the suggested solutions are special training tailored to the abilities of senior employees, as well as mentoring programs from younger and tech-savvy employees, the implementation of an automated data backup system to prevent data loss due to network problems. In addition, it strengthens the internal internet network i.e. One Kalbe.co.id and considers the use of a secure backup network for access outside the office, without compromising the security of corporate data. Finally, improve coordination between the center and branches to prevent misalignment of directions and ensure all teams can follow the workflow smoothly.

Benefits of Implementing Digitalization in Affecting the Effectiveness of Office Administration at PT Saka Farma Laboratories Depok Branch

The implementation of digitalization in office administration at PT Saka Farma Laboratories Depok Branch has had a significant positive impact on work effectiveness, especially in terms of increasing speed and accuracy in carrying out various administrative processes. By adopting a digital system, administrative processes such as

filing, data processing, and communication between employees can be carried out more quickly and more precisely, which significantly reduces the possibility of human error that often occurs in manual processes.

In addition, digitalization also helps companies save operational costs by minimizing the use of paper, which has been one of the sources of considerable costs. With these reductions, companies can allocate existing resources more efficiently and flexibly to other, more productive areas, thereby improving overall performance.

The benefits of implementing digitalization can improve collaboration between teams by allowing employees to work from different locations without reducing the effectiveness of their communication and cooperation. Through the use of digital platforms, communication between employees and external parties, such as partners or customers, has also become easier and more efficient. One striking example is the use of the Marfinis Saka Farma application, which assists the branch office administration in conducting intensive communication with external parties thereby reducing the need to meet face-to-face and allowing for a smoother, coordinated, and productive workflow, even in situations that require employees to work in the field.

The employees pointed out that the implementation of digitalization has helped make their daily work easier, providing a more positive and efficient experience in completing various administrative tasks. They feel a significant increase in productivity, as well as higher morale because they can complete more tasks in a short time, compared to the previous manual system. In addition, many employees feel compelled to keep learning about the new digital applications they use, which in turn improves their skills and makes their work feel more engaging and less monotonous. Thus, the use of digitalization not only increases work effectiveness but also replaces manual methods that often take more time and resources to more modern and dynamic methods (Septory et al., 2022). This shows that the implementation of digitalization at PT Saka Farma Laboratories Depok Branch is in line with the results of previous research, which emphasizes the importance of digital transformation in increasing efficiency and productivity in the work environment.

Although the employees are satisfied with the implementation of digitalization that has been carried out today, they also expressed their hope that the facilities and applications used will continue to be updated and improved in line with the development

of the times and technological advancements. The implementation of digitalization not only makes a great contribution to the efficiency and effectiveness of office administration, but also supports efforts to reduce paper waste, make work processes more environmentally friendly, and help companies to stay competitive effectively in an increasingly competitive market.

CONCLUSION AND RECOMMENDATION

Conclusion

The implementation of digitalization at PT Saka Farma Laboratories Depok Branch has been running well and has had a significant positive impact, especially in increasing the effectiveness of administrative work processes. The use of various applications, such as Tora, Marfinis Saka Farma, and HRIS Crystal Kalbe, and Sakamor as well as continuous employee training, have strengthened the implementation of digitalization. Although there are challenges such as network disruptions, adaptation of new technologies for senior employees and technical constraints on the application, the solutions provided in the form of special training, the implementation of a data backup system, strengthening the internal network, and improving coordination between centers to branches to evaluation and technology updates carried out periodically for 2-3 months have helped optimize the company's administrative performance.

In this context, the company has succeeded in overcoming various obstacles through socialization and training, as well as forming a special division to handle complaints related to digitalization. The positive response from employees shows that the company is committed to continuously improving its digital system for the sake of operational effectiveness and efficiency. The results of this study also illustrate that the benefits of digitalization not only accelerate administrative processes, but also improve the quality of decision-making and communication among teams and with external parties.

Recommendation

Based on the discussion and conclusions that have been presented, the researcher proposes several recommendations for future research. First, future research is expected to examine the implementation of digitalization in other branches of PT Saka Farma Laboratories using quantitative methods and different locations, in order to gain a more

comprehensive perspective on the effectiveness of digitalization throughout the company. Second, an in-depth analysis of the challenges faced by senior employees in adapting to new technologies is needed, for example through interviews or surveys to identify more specific training needs. Finally, direct observation of the research location or subject is recommended to obtain data that matches the desired research objectives.

REFERENCES

- Brynjolfsson, E., & McAfee, A. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. New York: W.W. Norton & Company.
- Chui, M., & Manyika, J. (2023). *AI at Work: The Power of Artificial Intelligence to Transform the Way You Work*. New York: McKinsey Global Institute.
- Deegan, M., & Tanner, S. (2002). *Digital Futures: Strategies for the Information Age*. London: Library Association Publishing.
- Diah, W. S. (2018). *Administrasi Perkantoran: Konsep dan Praktik*. Jakarta: Bumi Aksara.
- Fadillah, A. D., & Marsofiyati. (2024). Penerapan Teknologi Digital pada Administrasi Perkantoran. *Jurnal Teknologi dan Administrasi*, 4(2), 234–241.
- Gibson, J. L., Ivancevich, J. M., & Donnelly, J. H. (1997). *Organisasi dan Manajemen*. Jakarta: PT Erlangga.
- Gie, T. L. (1998). *Administrasi Perkantoran Modern*. Yogyakarta: Penerbit Liberty dan Yayasan Studi Ilmu dan Teknologi.
- Mardiana, L. (2022). *Administrasi Perkantoran Kontemporer*. Bandung: Alfabeta.
- Muhasim, M. (2017). Pengaruh Teknologi Digital terhadap Motivasi Belajar Peserta Didik. *Palapa: Jurnal Studi Islam dan Sosial Budaya*, 5(2), 53–77. <https://doi.org/10.36088/palapa.v5i2.46>
- Niza, N. (2023). Tantangan dan Peluang Transformasi Digital dalam Manajemen Perkantoran. *Kompasiana.com*.
- Pekel, B. (2016). *Konsep dan Analisis Efektivitas Pengelolaan Keuangan Daerah di Era Otonomi* (Buku 1). Jakarta Pusat: Taushia.
- Salshabilla, A. (2021). Pentingnya Prodi Manajemen Perkantoran Digital di Era Sekarang. *Kompasiana.com*.

- Setiawan, G. (2004). *Implementasi dalam Birokrasi Pembangunan*. Jakarta: RajaGrafindo Persada.
- Sidiq, U., & Choiri, M. M. (2019). *Metode Penelitian Kualitatif di Bidang Pendidikan* (A. Mujahidin, Ed.; 1st ed.). CV Nata Karya.
- Steers, R. M. (1985). *Efektivitas Organisasi*. Jakarta: Erlangga.
- Sukmana, R. (2020). Digitalisasi: Konversi Media ke Format Digital. *Jurnal Teknologi dan Media*, 18(3), 78–85.
- Septory, D., Putra, E. A. P. R., Ramadhan, W. A., & Savsavubun, V. (2022). Analisis Tingkat Efektivitas Digitalisasi Sistem Administrasi Perkantoran di Kantor Kelurahan Oro-Oro Dowo. *Jurnal Pengabdian West Science*, 1(1), 35–41.