

**HUBUNGAN PEMBUATAN *GROUPWHATSAPP* TERHADAP  
EFEKTIVITAS KINERJA KARYAWAN EKSPEDISI MUATAN KAPAL  
LAUT MEDAN DI PT. DAYA EIKA SAMUDERA**

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**ABSTRAK**

Skripsi ini berisi penelitian mengenai. Hubungan Pembuatan *Group Whatsapp* terhadap Efektivitas Kinerja Karyawan Ekspedisi Muatan Kapal Laut Medan di PT. Daya Eika Samudera. Dalam pembuatan *group whatsapp* apakah mempengaruhi efektivitas kinerja karyawan di PT. Daya Eika Samudera. Metode penelitian ini menggunakan metode kuantitatif. Sampel dalam penelitian ini adalah karyawan PT. Daya Eika Samudera di seluruh *department*, berjumlah 95 orang karyawan. Jenis sampel yang digunakan adalah *Purposive Sampling*. Teknik pengumpulan data menggunakan teknik komunikasi tidak langsung, yaitu dengan menyebar kuesioner. Teknik analisis data menggunakan analisis statistik dan uji statistik yang digunakan adalah uji korelasi *Product Moment Person*. Hasil penelitian menunjukkan bahwa nilai korelasi  $r_{xy} = 0,940$ . Hubungan  $r_{xy} = 0,940$  berdasarkan analisis koefisien korelasi menunjukkan bahwa hubungan tersebut termasuk hubungan yang sangat kuat. Hasil uji hipotesis diketahui nilai  $r_{hitung} = 0,882 >$  dari nilai  $r_{tabel} = 0,201$ , ini berarti hubungan  $r_{xy} = 0,882$  berlaku secara general, maka  $H_a$  diterima dan  $H_o$  ditolak. Artinya (Penggunaan Whatsapp) sudah dapat meningkatkan Efektivitas Kinerja sebesar 88%, sedangkan sisanya 12% belum dapat meningkatkan Efektivitas Kinerja Karyawan PT. Daya Eika Samudera dan diterangkan oleh faktor lain yang tidak diteliti.

**Kata kunci : Hubungan Penggunaan *Whatsapp Group*, Efektivitas Kinerja**

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**RELATIONSHIP OF WHATSAPP GROUP DEVELOPMENT TO EMPLOYEES  
PERFORMANCE EXPEDITION OF MEDAN SEA VESSELS INPT. DAYA  
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**ABSTRACT**

*This thesis contains research on. The Relationship of Making Whatsapp Groups to the Effectiveness of the Employee Performance of the Medan Sea Ship Expedition in PT. DayaEikaSamudera in making whatsapp groups does it affect the effectiveness of employee performance at PT. DayaEikaSamudera. This research method using quantitative methods. The sample in this study were employees PT. DayaEikaSamudera throughout the department, there are 95 employees. The type of sample used is Purposive Sampling. The data collection technique uses indirect communication techniques, namely by distributing questionnaires. The data analysis technique used statistical analysis and the statistical test used was the correlation test Product Moment Person the results showed that the correlation value  $r_{xy} = 0,882$ . Relation  $r_{xy} = 0,882$  based on the correlation coefficient analysis shows that this relationship is a very strong relationship. Hypothesis test results show that the value of  $r$  count =  $0.882 >$  from the value of  $r$  table =  $0.201$ . This means that the relationship  $r_{xy} = 0.882$  applies in general, then  $H_a$  is accepted and  $H_o$  is rejected. This means that (the use of Whatsapp) has been able to increase the Performance Effectiveness by 88%, while the remaining 12% has not been able to increase the Effectiveness of the Employee Performance of PT. The power of EikaSamudera and is explained by other factors that have not been studied.*

**Keywords :** *The Relationship of Whatsapp Group Usage, Performance Effectiveness*