

ABSTRAK

Penelitian ini bertujuan menganalisis efektivitas kerja karyawan Generasi Z di UMKM Bakso Granat Mas Azis Cabang Bukit. Urgensi penelitian dilatarbelakangi signifikansi efektivitas kerja bagi operasional UMKM yang mempekerjakan Generasi Z dengan karakteristik berbeda dari generasi sebelumnya. Metode penelitian yang digunakan adalah kualitatif deskriptif. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Informan dipilih menggunakan teknik purposive sampling. Analisis data mencakup reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji melalui triangulasi sumber dan teknik. Temuan penelitian menunjukkan bahwa efektivitas kerja karyawan Generasi Z secara umum tergolong baik. Hal ini tercermin dari pencapaian target kerja, kualitas pelayanan, kepatuhan terhadap aturan, serta kerja sama antarrekan kerja yang mendukung kelancaran operasional. Karyawan Generasi Z juga mampu beradaptasi terhadap lingkungan kerja dan tuntutan pekerjaan yang dinamis. Namun, aspek efisiensi dan disiplin kerja masih terkendala, yaitu meningkatnya waktu tunggu pelayanan saat lonjakan jumlah pelanggan. Dengan demikian, efektivitas kerja telah berjalan baik berdasarkan indikator pencapaian target, kualitas pekerjaan, efisiensi, disiplin, dan kerja sama, namun diperlukan peningkatan pada aspek efisiensi dan disiplin.

Kata kunci: Efektivitas Kerja, Karyawan Generasi Z, UMKM.

ABSTRACT

This study aims to analyze the work effectiveness of Generation Z employees at the Bukit branch of the Bakso Granat Mas Azis MSME. The urgency of this research stems from the significance of work effectiveness for the operations of MSMEs that employ Generation Z, whose characteristics differ from those of previous generations. The research method used is descriptive qualitative. Data were collected through interviews, observations, and documentation. Informants were selected using purposive sampling. Data analysis included data reduction, data presentation, and drawing conclusions, while data validity was tested through source and technique triangulation. The research findings indicate that the work effectiveness of Generation Z employees is generally good. This is reflected in the achievement of work targets, service quality, compliance with rules, and cooperation among coworkers that supports smooth operations. Generation Z employees are also able to adapt to a dynamic work environment and job demands. However, there are still challenges regarding efficiency and work discipline, specifically longer service wait times during spikes in customer volume. Thus, work effectiveness has been satisfactory based on indicators of target achievement, work quality, efficiency, discipline, and collaboration; however, improvements are needed in the areas of efficiency and discipline.

Keywords: Work Effectiveness, Generation Z Employees, MSME.