

Perubahan organisasi dinilai sangat penting untuk meningkatkan dan memperbaiki efektivitas organisasi. Banyak perusahaan mengadopsi dan menerapkan media digital di tempat kerja untuk meningkatkan kinerja komunikasi internal dan eksternal dengan mempromosikan fleksibilitas akses informasi dan alur kerja. Munculnya pandemi COVID-19 juga berimplikasi pada proses komunikasi organisasi yang mengharuskan karyawan mengadopsi media digital untuk mengurangi pertemuan tatap muka.

Adopsi teknologi dan penerimaan media digital di dalam organisasi, dilakukan baik oleh karyawan maupun organisasi itu sendiri. Peneliti kemudian tertarik untuk menganalisis bagaimana pengalaman karyawan dalam mengadopsi teknologi untuk berkomunikasi dan potensinya menciptakan *technostress* saat *remote work*. Untuk memahami pengalaman individu dengan teknologi, peneliti menggunakan jenis penelitian penelitian fenomenologi yang mempelajari bagaimana individu secara subjektif merasakan pengalaman dan memberikan makna dari fenomena tersebut.

Hasil penelitian ini menunjukkan cepatnya tingkat adopsi dikarenakan media digital membantu pekerjaan karyawan, mudah digunakan, dan pengalaman masa lalu mengenai media yang digunakan sudah cukup baik. Meskipun tingginya penggunaan media digital saat *remote work* berpotensi menyebabkan *technostress*, kemampuan membatasi diri sangat diperlukan sehingga kinerja karyawan tidak terganggu. Cepatnya tingkat adopsi tidak berarti adopsi akan terus berlanjut. Alasannya karena media digital dianggap kurang membantu saat sektor pekerjaan secara alamiah tidak bisa melakukan kerja jarak jauh.

Kata Kunci : Komunikasi organisasi, Media digital, Difusi inovasi, Adopsi inovasi, Model Penerimaan Teknologi (TAM), *Technostress*, *remote work*.

ABSTRACT

Organizational change is very important to increase and improve organizational effectiveness. Many companies are adopting and implementing digital media in the workplace to improve internal and external communication performance by promoting flexible information access and workflow. The emergence of the COVID-19 pandemic also has implications for organizational communication processes that require employees to adopt digital media to reduce face-to-face meetings.

Adoption of technology and acceptance of digital media within the organization is carried out by both employees and the organization itself. The researcher is then interested to analyze employees' experience in adopting technology to communicate as well as its potential to create technostress during remote working. To understand individual experiences with technology, researcher used a type of phenomenological research that studies how individuals experience and give meaning to the phenomenon subjectively.

The results of this study indicate a fast adoption rate due to how digital media helps employees work, is easy to use, and past experience regarding the media used is quite good. Even though the high usage of digital media during remote work has the potential to cause technostress, the ability to self-limit is very needed so that employee performance is not disrupted. The fast rate of adoption does not mean that adoption will remain sustainable. The reason is because digital media is considered less helpful when the work sector by nature is not suitable for remote work.

Keywords: *Organizational communication, Digital Media, innovation diffusion, innovation adoption, Technology Acceptance Model (TAM), Technostress, Remote work.*