

ABSTRAK

Penelitian ini bertujuan untuk memahami pola komunikasi yang dibentuk oleh Generasi Z dalam sistem kerja *remote* serta tantangan yang mereka hadapi dalam proses komunikasi tersebut. Latar belakang penelitian ini berangkat dari fenomena meningkatnya tren *remote working* pascapandemi COVID-19, yang turut mengubah dinamika komunikasi di dunia kerja, khususnya bagi generasi Z yang dikenal sebagai *digital native*. Dengan pendekatan kualitatif deskriptif dan paradigma konstruktivis, data dikumpulkan melalui wawancara mendalam terhadap delapan informan yang bekerja secara *remote* lebih dari lima bulan. Hasil penelitian menunjukkan bahwa pola komunikasi yang dominan bersifat satu arah (*bottom-up*), di mana pekerja lebih sering menyampaikan laporan kepada atasan dibandingkan membangun komunikasi horizontal dengan rekan kerja. Komunikasi yang terjalin bersifat praktis dan fungsional, tetapi minim interaksi sosial yang membangun ikatan emosional. Meski adaptif terhadap teknologi digital dan terbiasa menggunakan platform seperti Zoom, Google Workspace, dan WhatsApp, generasi Z masih menghadapi kendala seperti miskomunikasi dalam pesan teks, keterlambatan respon, serta rasa sungkan untuk bertanya. Kurangnya interaksi tatap muka turut memperlemah relasi interpersonal di lingkungan kerja. Temuan penelitian dianalisis menggunakan teori *Coordinated Management of Meaning* (CMM) dan konsep *Interface Communication* untuk memahami bagaimana teknologi dan komunikasi saling membentuk dalam sistem *remote working*.

Kata kunci: Pola komunikasi, generasi Z, *remote working*, komunikasi digital, *digital native*

ABSTRACT

This study aims to understand the communication patterns formed by generation Z in a remote working system, as well as the challenges they face in the communication process. The background of this research stems from the increasing trend of remote working after the COVID-19 pandemic, which has transformed communication dynamics in the workplace especially for generation Z, known as digital natives. Using a descriptive qualitative approach and a constructivist paradigm, data were collected through in-depth interviews with eight informants who have worked remotely for more than five months. The findings show that the dominant communication pattern is one-way (bottom-up), where workers tend to report to their superiors rather than build horizontal communication with colleagues. The communication that occurs is functional and practical, but lacks the social interaction needed to build emotional bonds. Although generation Z is highly adaptive to digital technology and proficient in using platforms such as Zoom, Google Workspace, and WhatsApp, they still face challenges such as miscommunication in text messages, delayed responses, and hesitation to ask questions. The lack of face to face interaction further weakens interpersonal relationships in the workplace. The findings are analyzed using the Coordinated Management of Meaning (CMM) theory and the Interface Communication concept to understand how technology and communication construct meaning in a remote working system.

Keywords: *Communication patterns, Generation Z, remote working, digital communication, digital native*