CHAPTER I

INTRODUCTION

1.1 Object Overview

1.1.1 Company profile

According to Bandung Station Manager of PT. Radio Litasari (Xchannel), PT. Radio Litasari (Xchannel) started broadcasting in 1972 by occupying the channel in SW then AM 1025 KHz. In the 1980s it moved to AM 1026 KHz, and in the 1990s became the first broadcastradio in Bandung to broadcast on AM Stereo. The demands of technological developments, in1999 shifted to FM 90.75 MHz, and now on FM 90.90 MHz. This radio is also known as XChannel 90.9 fm Radio Bandung. XChannel 90.9 Radio Bandung Streaming positioning itself as a Family Radio, is proof that XChannel is not only limited to providing entertainmentand information. However, as a broadcasting media, XChannel radio puts forward elements ofeducation, broadcast content that is solutive and enlightening for listeners is delivered with a moral message that is full of religious values within the framework of a local culture that is polite and not eroded by global currents.

Picture 1. 1 XChannel logo

Source: Xchannel

To listen to XChannel Radio 90.9 FM Radio Bandung directly from the Smartphone browser with various brands or brands Samsung, Vivo, Oppo, Xiaomi, Sony, Advan, Asus, Huawei, Panasonic, Himax, Smartfren, iPhone. Maybe one or more of these smartphone brandsare yours. As well as other

devices, tabs (tablets), computers (PCs), laptops, you don't need a special application, but it's easier to use the Chrome Browser or Opera mini browser from an Android smartphone. Not wanting to be left behind by advances in internet technology, XChannel provides website services for its fans. All information about this radio is availablehere.

On their website http://www.xchannel.id there is a live audio streaming feature since 2007.XChannel which broadcasts 24 hours has a transmitter located in Lembang, West Bandung Regency, with very adequate power output. The transmitter enables XChannel to be covered in Greater Bandung and its surroundings, as well as other areas. The radio, which carries the tagline "For Indonesian Families Smile", has an Outside Broadcast Van (OB Van) that allows onair or off-air wherever it is. XChannel claims to be a Family Radio delivering entertainment and information programs. XChannel puts forward elements of education, broadcast content that is solutive and enlightening for its audience. With the development of mass media, not only print media but electronic media are also growing very, very rapidly in the era of globalization. One of the electronic media that has potential is broadcasting media, namely XChannel, XChannel is a company engaged in radio with young adult segmentation. XChannelis known to be exclusive and consistently plays Indonesian hits from the 90s to today's hits. Radio XChannel provides music programs combined with health (medical), lifestyle, business (entrepreneurial) and sports information that is packed with an informative entertainment atmosphere. XChannel has program segmentation that is packaged according to the uniquenessand culture of the area it covers, for example:

1. XChannel 90.9 FM Bandung packs its programs in Indonesian mixed with Sundaneseslang words.
2. Each program has a benchmark that contains the characteristics of

listeners in each region, for example: Ngontur (commenting on batur), Comix (XChannel community), Kosambi (Recommended food for this afternoon)

TABLE 1.1 Xchannel Network Coverage

JAKARTA	SERANG	BOGOR	BANDUNG	SOLO	SURABAYA	SUKABUMI	INDRAMAYU	PEKALONGAN	KENDAL	MALANG	SUMENEP	KUTA	BALI
94.3FM	103.2FM	87.8FM	90.9FM	100.7FM	102.3FM	101.4FM	90.6FM	95.1FM	107.3FM	107.3FM	95.2FM	107.4FM	88.2FM
JAKARTA	SERANG	BOGOR	BANDUNG	SOLO	SURABAYA	SUKABUMI	INDRAMAYU	PEKALONGAN	KENDAL	MALANG	SUMENEP	KUTA	BALI
DEPOK	CILEGON	DEPOK	CIMAHI	WONOGIRI	BANGKALAN	NYALINDUNG	ANJATAN	DORO	WELERI	TUMPANG	PAMEKASAN	DENPASAR	UBUD
BEKASI	TANGERANG	TANGERANG SELATAN	SOREANG	SUKOHARJO	GRESIK	CISAAT	LOSARANG	KARANGANYAR	SEMARANG	PONCOKUSUMO	LARANGAN	KUTA SELATAN	GIANYAR
TANGERANG	PANDEGLANG	BEKASI	PADALARANG	JATIROTO	SIDOARJO								

Source: Xchannel Station Manager

In 2021, XChannel develops a new business model in collaboration with market PD by placing sound systems in every traditional market in the coverage area. The goal itself is to become a medium of communication and information about traditional markets in the form of information and promotions. XChannel sees an opportunity in this business model because radio advertising cannot be ignored, helping businesses reach their target audience and build awareness while driving immediate results. The full profile of P.T. Radio Litasari (Xchannel).can be seen in Table 1.2 as follows,

No.	Profile	Description
1	Company Type	PT. Radio Litasari (Xchannel).
2	Tagline/Slogan	Untuk Senyum Keluarga Indonesia
3	Frequency	90.9 FM
4	Studio Address	Jl.Budi No.42 Bandung 40175 Jawa Barat Indonesia
5	Telephone	022. 661 3687
6	Sms	0855 210 9075

7	Broadcast Format	Kata dan Musik
8	Broadcast Word	Talkshow, Tips, Insert, Features Dan Berita
9	Music Format	Multi Musik
10	Broadcast Hours	24 Hours
11	Character	Smart, Educated
12	Facebook	Facebook@lita
13	Twitter	@adaapadiLITAFM
14	Coverage	Kota / Kabupaten Bandung, Sumedang, Garut, Bandung Raya dan sekitarnya, serta wilayah lain.
15	Crew	Partho DJ, Agenk, Nandang, Dony Prasetya, Mamik, Ricky, Syafrul Bandi , Abi Iwan, Utsman Abdul Karim, Igho, Ummi Rinna, Annisa, Erwin Portuna, Andry, Deden , Dian, Wulan, Elly, Meidy, Teh Imas, Tika, Raka Firdaus

Table 1. 2 Profile of PT. Radio Litasari (Xchannel)

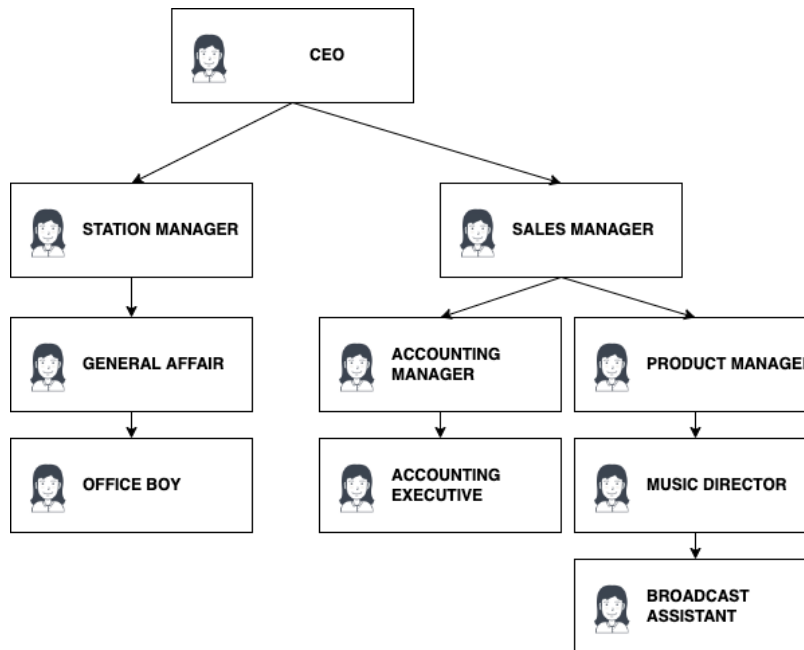Source: XCHANNEL Station Manager

1.1.2 Vision and Mission

Vision:

Becoming a national radio network that binds the community and the nation with thesegment of young adults being heard Terrestrial (vehicles, markets and homes) and digitally

Mission:

Empowering the Community Economy through the provision of quality economic programs that are able to improve the community's economy. In particular, Xchannel radio isalso a reference for Indonesian Young Adults in the Creative Economy

1.1.3 Company Structure

Picture 1. 2 Organizational Structure of PT. Radio Litasari (XCHANNEL)

Source: Station Manager of XCHANNEL (2022)

1.2 Research Background

Salimah (2021) states that turnover is something that often occurs in a job and has more negative impacts than positive impacts on a company, work overload is one of the stressors of task demands. This can cause stress to workers, which in turn can lead to turnover. Rangel (2019) provides an illustration that among the many challenges faced by public schools is the high turnover rate of principals. Given the important role that principals are expected to play in the improvement process, concerns about the change of principals have resulted about the causes and consequences, one of the causes of employee withdrawal is stress. Ridlo (2020) stated that employee turnover is indeed a classic problem that has been faced by entrepreneurs since the industrial revolution era. Poor working environment conditions, wages that are too low, overtime working hours and the absence of social security are the main causes of turnover at that time, job stress as a condition that arises from the interaction between humans and work and is characterized by human changes that force them to deviate. of normal function. Nouri and Parker

(2020) illustrate that turnover in public accounting firms causes companies to lose training costs for employees who leave the company, many in the auditing field have acknowledged that employee turnover can reduce audit quality. Recently. This paper summarizes previous turnover research, which can provide guidance for future researchers and managers of accounting firms.

Manurung et al. (2020) stated that nurse turnover has always been a concern because the number is so high that, according to NSI in 2020 it was said that for the last two years it was around 15.9% and similarly in Indonesia it was around 13% and 35% whereas normal is 5-10%. The results showed that the factors turnover were external factors, namely environmental and age aspects, internal factors, namely organizational culture, leadership style, compensation, job satisfaction, and career development. The most influencing factor is compensation. Scott et.al (2020) state that it is more financially profitable to retain employees than to hire and hire someone new, meaning to avoid turnover as much as possible. From some expert opinions, besides work stress, the factors that influence the occurrence of turnover are quite complex and interrelated with each other, among these factors are age, length of work, level of education, attachment to the organization, job satisfaction and corporate culture.

According to Yasar and Nugraheni (2017), to reduce employee turnover, there is one important factor that companies need to pay attention to, namely providing opportunities for every employee to develop their careers. Hafiz, Parizade, and Hanafi (2016) shows that career development has a negative and significant effect on employee turnover intention. So, if the level of job satisfaction who are still employed by the companies decreases when there is a high turnover rate. The more workers that quit, the more restless and demotivated the remaining workers become, which motivates them to look elsewhere for jobs with better prospects.

Work stress can give positive effect but if excessive it will cause negative impact especially on employee performance (Christy and Amalia, 2017), based on their research, excessive work stress which is not resolved immediately will lead to conflicts between individuals or groups within the organization which will reduce the overall performance of the organization. The higher the work stress experienced by employees, the lower their performance, and the lower the employee work stress, the higher their performance (Suswati, 2018). Based on their research, if employees motivated, they can improve their performance. Because, motivation significantly positive influences their performance.

Based on an interview with Erwin Santoso (Station Manager of Xchannel), stated that the turnover rate in the company can be said to be high and the influencing factors are not yet known, after finding the turnover intention as a problem in xchannel, the researcher found the other problem in xchannel is work stress based by the interview on July, 25 2022. The researcher refers to Siddiqui and Jamil (2015) state that stress has a direct effect on turnover intention. This means that the higher the level of work stress in the company, the higher the turnover rate. One of the causes of the desire of employees to leave the company is caused by work stress. So, with the high turnover rate in xchannel, the researcher's provisional assumption is that the effect of turnover is influenced by work stress. The table above shows that turnover rate in xchannel categorize high.

Table 1. 3 XCHANNEL Employee Turnover
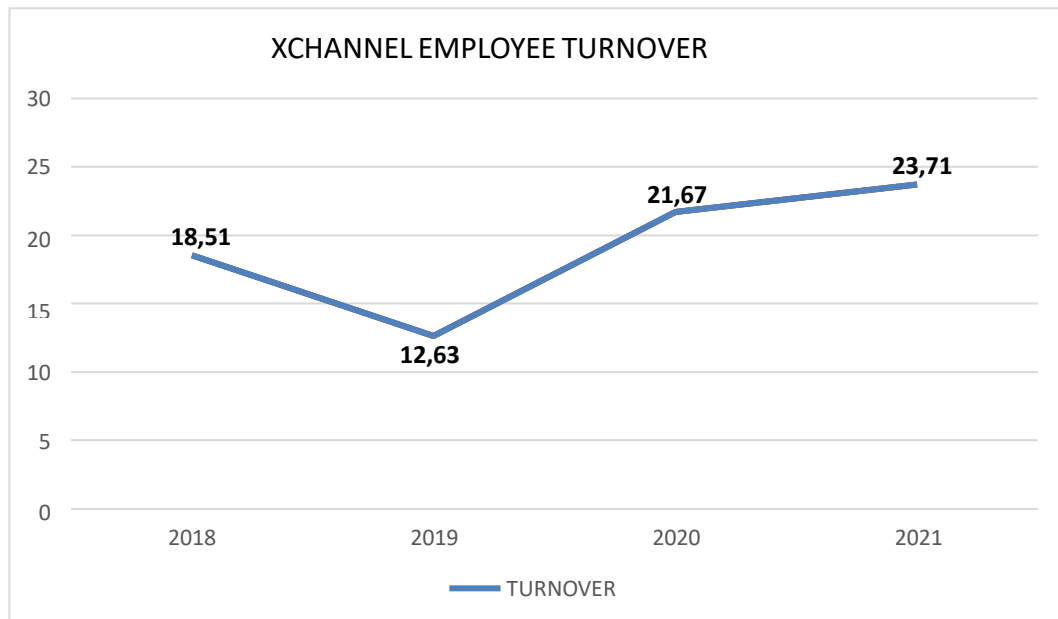
Source: Station Manager of XCHANNEL

According to Arshadi and Damiri (2013), the results of their research indicate that work stress relates positively to turnover intentions, a significant relationship between work stress and turnover intentions was also found by Layne, Hohnenshil and Singh. (2004). The stressors in the work environment influence the job satisfications of employees which in turns leads to intention to leave the job. The relationship between the turnover rate in table 1.3 which is correlated with the research of Arshadi and Damiri (2013) provides a provisional assumption that turnover intentions in xchannel are influenced by work stress.

Turnover rate is measured by the number of employees who stop working within a certain period of time. When a company changes employees frequently enough, it can be said that the turnover rate is very high. If the number of employee turnover increases, it can be ascertained that something is wrong with the company. With the increasing number of turnovers, this is not a good sign for the company and should make improvements. In this study, the authors want to know how much influence work stress has on turnover. So, the researcher suggested a topic with the title "THE EFFECT OF WORK STRESS ON EMPLOYEE TURNOVER IN PT. RADIO LITASARI (XCHANNEL)"

1.3 Problem Formulation

According to Page (2021), 41% of Indonesian companies want to expand total workers in 2021, 34% of companies plan no changes in total workers compared to previous year, and 25% of companies plan to eliminate workers in 2021.

Based on problem identification and problem limitation, the formulation of the problem in this research are:

1. How is the work stress condition of employees in PT. Radio Litasari (XChannel)?
2. How is the turnover intentions in PT. Radio Litasari (Xchannel)?
3. How much is the effect of work stress on turnover intentions in PT. Radio Litasari (XChannel)?

1.4 Research Objectives

Based on the research background the research objectives as follows:

- Understand work stress condition in PT. Radio Litasari (Xchannel)
- Understand turnover intentions in PT. Radio Litasari (XChannel)
- Understand the effect of work stress on turnover intentions in PT. Radio Litasari (XChannel)

1.5 Benefit of Research

1.5.1 Theoretical Aspect

Applying what has been learned and discovering more about human resource management. This research is expected to add to our knowledge, comprehension, and insight into topics connected to job stress and turnover. The findings of this study can be used as references for future researchers.

1.5.2 Practical Aspect

This research is planned to be used by companies to help them solve difficulties relatedto turnover. This research is also considered to be effective in reducing workplace stress.

1.6 Systematics of Mini-Thesis Writing

Contains systematics and a brief explanation of research reports consisting of Chapters I toV in research reports.

a) CHAPTER I INTRODUCTION

This chapter is a general, concise and concise explanation that accurately describes the content of the research. The contents of this chapter include: Overview of research objects, Research Background, Problem Formulation, Research Objectives, Research Benefits, and Systematics of Final Project Writing.

b) CHAPTER II LITERATURE REVIEW

This chapter contains theories from general to specific, accompanied by previous research and is followed by a research framework that ends with a hypothesis if necessary.

c) CHAPTER III RESEARCH METHOD

This chapter outlines the approaches, methods and techniques used to collect and analyze findings that address research problems. This chapter includes descriptions of: Types ofResearch, Operationalization of Variables, Population and Samples (for quantitative) or Social Situations (for qualitative), Data Collection, Validity and Reliability Tests, and Data Analysis Techniques.

d) CHAPTER IV RESULTS AND DISCUSSION

The results of the research and discussion are described systematically in accordance with the formulation of the problem and research objectives and are presented in separate subtitles. This chapter contains two parts: the first part presents the research results and the second part presents a discussion or analysis of the research results. Every aspect of the discussion should begin with the results of data analysis, then interpret it and then follow it by drawing

conclusions. In the discussion, it should be compared with previous studies or relevant theoretical foundations.

e) CHAPTER V CONCLUSIONS AND SUGGESTIONS

The conclusion is the answer to the research question, then becomes a suggestion related tothe benefits of the research.