

ABSTRACT

After the decline in Covid-19 cases, remote working has remained popular, particularly in the information technology sector. The support of technology enables communication and connectivity through the internet without distance being a barrier. Remote working is also considered to improve work effectiveness and efficiency, allowing flexibility in time and location. The purpose of this study is to analyze the effectiveness of the remote working method implemented by Start-up X as the research subject. This research uses a qualitative method, involving 4 employees selected as key informants based on their deep understanding of the local work culture and their direct experience with significant organizational events. The interview transcripts were analyzed using software NVivo 15. Based on the research findings, it can be concluded that one of the key success factors in implementing remote working is the availability of adequate communication tools, enabling employees to interact intensively and effectively despite working from different locations. The company has also shown tangible support in creating a healthy work-life balance, such as minimizing overtime. Virtual platforms like Gather are used as the main medium to maintain daily work productivity. Full support from the company in terms of technology, such as providing necessary software and hardware, also plays an essential role in achieving organizational goals. Overall, the remote working system implemented by Start-up X has a good impact on company performance, in terms of efficiency, team effectiveness, and client satisfaction. These findings highlight that the success of remote working is largely determined by the combination of technological support, a healthy work environment, and an open, collaborative communication system.

Keywords: *Remote Working, Communication, Work-Life Balance, Productivity, Technological Facilities, and Company Performance*