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Building a Fantasy Chain of Millennial Traveloka Employees

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ABSTRACT— Traveloka, as an online-based startup business about booking airplane tickets, hotels, trains, and several other online services, in about five years, has become a startup business that received the title of Unicorn. Traveloka has two web-based platforms and applications that can be used on gadgets or smartphones. Rapid development cannot be separated from the millennials founders and even millennial employees. And they have a robust mutual awareness as human beings in information technology that drives their high performance. This reality encourages further study of the interpretive construction of Millennial employees' fantasies about Information Technology-based work, the achievement of shared awareness about Traveloka institutions through symbolic convergence. And understand the process of forming fantasy through the climate and organizational culture in improving the performance of Traveloka employees. Through the perspective of Ernest Bormann's thought about symbolic convergence in the creation of shared awareness in millennial imaginations and understanding of organizational communication and the symbolic interaction process of Blumer, this research tries to understand it. Subjective paradigm, interpretive variety of qualitative approaches as a method of study through participatory research and co-research. Research finds a reality that shows that the similarity of fantasy facilitates the formation of new fantasies. Flexible & Responsible Organizations support the growth of intellectual honesty, empathy, strong responsibilities to employees. The development of rhetorical discourse and the dramatization of the profession and the legitimacy of similar discourse bind a sense of brotherhood and strong dedication to employees. In a discourse on the Professionalism of Informatics Technology context, Traveloka is one of the best Unicorns in Indonesia. This modern organization provides high salaries and facilities that support employees' credibility to become the ultimate end of the millennial account.

KEYWORDS: fantasy setting, dramatization, organizational climate, shared awareness.

1. INTRODUCTION

1.1 Research Background

Communication is the breath of the sustainability of an organization. The concept of organization and organization cannot be separated from the touch of communication technology. Organizational communication studies also develop over time by adjusting to the development of communication technology. The development of the business world, one of which is influenced by increasingly sophisticated technology, has changed the organization's pattern. Technological developments have led to new business activities, using online or digital trading activities. Businesses that use internet technology as their main base are known as Startup Business. Indonesia cannot be separated from the emerging startup business, Start-up companies such as Gojek, Tokopedia, also Traveloka startup business with services that facilitate traveling activities that will be the study of this research. Traveloka, founded in 2012 by Fery Unardi, Derianto Kusuma, and Albert, currently Traveloka as a startup, won the Unicorn title. Indonesia has four Unicorns. Traveloka is one of them by getting funding from travel companies from the United States of America in June 2017 worth 350 million US dollars or around Rp. 4.6 Trillion. With the total funding, Traveloka has now reached a valuation value of

more than 2 billion US dollars or equivalent to Rp. 26.6 Trillion. The achievement that brought Traveloka to become one of the unicorn startups in Indonesia, of course, cannot be separated from the human resources they have. Fery Unardi, as a founder, has involved millennials in running the company. Traveloka, as an Information Technology-based startup business, is the target of millennials as their dream workplace. Millennials dream of working in online-based companies. A pride of Indonesian millennials can be accepted to work in companies such as Google, Gojek, including Traveloka. They do not work in a strict structure, and employees are not governed by the rules commonly found in other organizations. Something that is not uncommon happens to business firms that tend to be mechanistic that are rigidly set for their performance achievements. In Traveloka, the bulkhead seems to have been abolished, but the company's performance is even higher. Traveloka, as an online-based business company, has become the dream of millennials, and the mechanism and open work climate is far from the mechanical concept but has a high level of performance. This fact becomes very interesting to understand the mechanism of Traveloka, which can accommodate millennials who are potential human resources who become actual in the company's work. Similarly, the logic of thinking and fantasy of those who become Traveloka employees is very interesting to understand.

1.2 Focus of study

This study's focus is the form of interpretive studies about the fantasy construction of Traveloka employees who are built in a symbolic space and encourage the productivity and creativity of millennials at work.

1.3 Research Problems and Research Identification

In analyzing the focus of the study can be formulated in the formulation of research problems as follows:

1. How do convergent symbolic fantasy processes occur in the understanding of millennial work in Information Technology?
2. Can Traveloka build awareness with millennials through symbolic convergence? And what is the process of forming a shared awareness about the peak of Traveloka Millennial employee fantasy?

1.4 Purpose and Research Objectives

Based on the above problem formulation, the main objectives of this study are as follows:

1. Explore interpretive constructions of millennial fantasies about information technology-based work.
2. We are discovering the attainment of shared awareness of the Traveloka institution through symbolic convergence built and implanted in employee construction.
3. To understand the process of forming fantasy through organizational climate and culture in improving Traveloka employees' performance.

2. Literature Review

A study of human resource management through a survey of 9,850 employees of 265 companies are conducted in Vietnam. The HR survey aims to get a better understanding of Human Resources policies, recruitment processes, employment information, and other factors to assess environmental quality work in the organization under study. The survey was centered on the Total Engagement Assessment Model (TEAM), an analytical framework covering employee emotional engagement (Heart), intention and motivation (Mind), advocacy and behavior (Soul), and collective awareness (Think), workplace sentiments (Feel), and team dynamics (Do). All responses relate to addressing issues related to company culture, employee involvement, and team dynamics, showing that employees who work in the top 50 company lists value individual specialization, but remain involved in the high-level collaboration. It was also found that Traveloka had corporate values that supported Dedication, Intellectual Honesty, Curiosity, Empathy, and Humility among the workers. These values represent the driving force behind Traveloka's flexible, dynamic, and collaborative work environment. (viva.co.id) The survey results are quite comprehensive. Some values can be internalized well found in the

research. Still, the subjective perspective on the formation of organizational values and the inculcation of values as shared awareness needs to be explored further. This research focuses more on creating shared awareness as a symbolic fantasy through symbolic convergence in the socio-cultural tradition.

2.1 Symbolic convergence in organizations

Symbolic convergence theory explains organizational communication in terms of Weber Verstehen's ideas [9]. This theory offers a level of understanding of what has happened and why it happened, also explains the communicative process where the process of shared meaning is achieved. It provides the conscious process and decisions of human actors and explains the results of unconscious, unintentional, and unplanned fantasies. This theory also explains its application to certain organizations to explain conflict, lack of commitment, motivation, the general quality of life in culture [1]. Ernest G Bormann defines communication as a reference to human social processes where people create, enhance, and maintain group awareness. According to Bormann, these processes are symbolic and sharing, becoming a common awareness and this is an important element in the culture of groups or organizations [2]. Furthermore, the culture and communication context is related to the total way of life, organizing, and communication built-in human groups and transmitted to others both through verbal and non-verbal communication. Besides these important aspects of organizational cultures, such as memories, stories, customs, norms, and shared rituals, they provide a unique foundation for members. In addition, there are still important things, according to Bormann, to build organizational cultures, such as good material, artifacts, tools, and technology. Still, without communication, these components will not produce culture [1]. In organizations' non-communication, factors such as material features contribute to creating an organizational culture that is formed. Setting the office, instrument office instruments, furniture, and room area will greatly affect the organization's communication. All of these will be very supportive as a public space for creating an organizational communication climate in a company. Organizational communication climate is very important because it will affect how employees' attitudes, interactions, and behavior at work, then organizational climate can affect the assessment of job satisfaction in the organization. While the definition of organizational climate, according to Hellriegel and Slocum disclosed by considering subsystems in the organization. They say the regulatory environment is a set of corporate attributes, which may be caused by the ways the organization or subsystems, towards members and their environment [3].

[10] define organizational climate is a concept that reflects the content and strength of universal values, norms, attitudes, behavior, and feelings of members of a social system. While according to Davis and Newstrom is an environment where the employees of an organization do their work [4]. The definition shows that the organizational climate is a dynamic context that significantly influences the overall activities that occur in the organization's activities in achieving its goals. The organizational climate will be dynamically formed by all aspects within the organization, including behavior, ways of interacting, actions, and organizational culture. When organizational communication can develop in a certain direction will determine what kind of organizational climate. When it is familial, not emphasizing the status quo or hierarchy can make the organization openly communicate, relax, be yourself, and assume that all people in the organization are siblings who will form a particular organizational climate. In contrast, the organizational climate tends to be a rigid linear hierarchy that makes members do not dare to communicate openly. There will be a gap between one member and other members who will determine what kind of climate is formed in the organization. [5] argues that the organizational communication climate is a function of activities within the organization to show the organization's members that the organization trusts and gives freedom in taking risks. Organization encouraging and giving responsibility in carrying out organizational members; provide open and sufficient information about the organization; listen attentively, and obtain information that is trustworthy and forthright from the members of the organization [5]. In an excellent organizational climate facilitating the sharing of fantasy similarities in every member of the organization, it can be understood the process of fantasy in

symbolic convergence. In symbolic convergence theory, which has three parts, namely, first, it deals with discovering and regulating communicative forms and practices into structured patterns and those that show the evolution of shared consciousness. Second, it consists of descriptions of dynamic communication systems trends that explain why the observed practices occur. The basic process, analogous to the principle of adaptation in evolution, is the dynamics of people who are various fantasy groups. The third part consists of factors that explain why people share their fantasies when they do it [1].

The dynamics of symbolic convergence can be referred to as Blumer's thought quoted by Littlejohn, which points to the unique nature of actions or interactions between people. It is stated that humanity's distinctiveness in translating to one another defines his actions, not just the reactions of one's efforts to others. A person's reaction is not made directly on the action but is based on the "meaning" given. Thus, interaction is bridged by the use of symbols, interpretation, and the discovery of the meaning of the actions of others. In this context, according to Blumer, actors will choose, examine, think, group, and transform meaning according to the situation and the tendency of their actions [6]. Blumer, in another part, said that individuals are not surrounded by an environment of potential objects that play around and shape their behavior. Instead, they shape those objects. Thus according to Blumer, humans are conscious and reflective actors, uniting the objects they know through self-indication. In the process of communication, individuals know something, judge it, give meaning, and live-action in a social context. So in the symbolic interaction theory that Blumer [7] discovered, studying society is called "joint action."

Conclusion Blumer relies on three main premises, namely:

- (1) humans act on the meanings that are in something for them;
- (2) the meaning is obtained from the results of social interactions with other people;
- (3) the meanings are perfected while the process of social interaction is taking place.

2.2 Sharing fantasy creates symbolic convergence

In the context of the symbolic interaction proposed by Blumer on the perspective of the construction of shared meanings, it is formed because there is a shared mind and the formation of a shared self. An investigation by Bales [11] and Bormann [1] revealed that communicative processes are based on which people experience symbolic convergence in small groups. The process, according to them, is a dynamic division of fantasy groups. The dynamic process of various group fantasies is the communicative phenomenon of several or more people who participate in narratives contained in dramatizing messages. When members of an organization share a fantasy, they experience the same emotions; they have developed the same emotional attitude and response to drama personas. They have interpreted several aspects of their experience in the same way. The power of symbolic convergence theory explains how members of the organization understand social and material reality. They originate from humans' tendency to want to understand events in terms of people treating purposive scenarios. Symbolic Convergence Theory often called fantasy-theme analysis developed by Ernest Bormann, and colleagues discuss how to use narratives or stories in communication. This theory suggests that an individual's image of reality is guided or guided by stories that show how an object must be trusted. The stories are created through symbolic interactions in small groups and then disseminated from one person to another and from one group to another group [6]. Expressed in the Symbolic Convergence theory that the occurrence of fantasy themes is part of a longer and more complicated drama or big story called 'rhetorical vision', which is a view of how something happened or became past, present, and future will come. The thought is said to form thoughts or assumptions that are the basis for the knowledge of a human group that regulates reality (sense of reality). In the theme of fantasy and also rhetorical vision can be in the form of hero characters, bad people, and other supporting players; plotline, i.e., acting or developing stories; scene (scene), which is setting the story including location, property, and environment. Also, there is also a 'source of legitimacy' (sanctioning agent), which is the party or source that gives legitimacy (legitimacy) to a story. The

legitimacy source is the authority that gives credibility to the story or authorizes a story to be told. Stories related to or based on a belief in God and other ideal principles, such as justice, freedom, human rights, or democracy, are stories that have a source of legitimacy and other situations and events that make a story worth telling [2].

Employees of an organization usually like to gather and tell stories before they start meetings or meetings. They gather, maybe in groups, and share their experiences or stories (fantasy themes) that make them feel closer and closer. They are often found telling stories about certain stories repeatedly. Surely in every story will have a cast of characters, storylines, scenes, and legitimacy sources of their reinforcement. While the rhetorical vision in Bormann's thought was never told in its entirety, it was built in stages, by telling related fantasy themes. Therefore, to understand the whole story, one must listen to various fantasy themes because fantasy themes contain the conversation contents in groups of people when the full story is told and disseminated. In the concept of symbolic convergence, several themes are often discussed and already very well known in a group or a society (fantasy type) that its members no longer need to tell the whole story, but shortened by only conveying the most important part. This repeated story is sometimes related to the achievements of a person, group, or community, which is a success story. When there are success stories about a person or company that will repeatedly build human thinking instructions about that success. When community members share the same fantasy themes, the rhetorical vision that results will unite them and give them the same sense of identification towards shared reality. In this process, community members will experience convergence (merge) and take the same picture because they have the same fantasy theme. This same rhetorical vision can be proof that convergence has taken place [1]. A rhetoric vision that began to become established (established) by telling of fantasy themes in a community group, then arises the process of creating awareness. Rhetorical vision makes people more aware of certain ways of seeing things. This can happen because the elements contained in a rhetorical vision at this stage are something new and interesting and have the power to explain (explanatory power). Rhetorical vision can attract attention and form awareness because it mimics old ways of seeing things that seem familiar. In other words, rhetorical vision builds or maintains a shared awareness of a group or community. Once awareness is created among the initial supporters of a rhetorical vision, then that awareness can be disseminated, and through communication, activities to increase awareness, more and more people are involved and have a shared awareness. When this awareness reaches the level of the masses, the dissemination of this rhetorical vision takes place. Next, rhetorical vision begins to carry out the next function, namely the function to maintain awareness. Here, fantasy themes are an important element in persuasion. Public communicators who convey their messages through speeches, articles, books, films, and other media often use fantasy themes that appeal to their audience.

3. Research Methods

The study was conducted from January to May 2018. It began with the Traveloka office located at Wisma 77, Slipi, South Jakarta, using a subjective paradigm. The paradigm that views social science as a systematic analysis of meaningful social action, through direct and detailed observation of social actors in natural everyday settings and is seen as a construction of social actors. Certain actors at certain places, at certain times, present the meaning of events and phenomena through a long and complex process of social interaction involving history, language, and action. This research approach uses a socio-cultural approach that focuses more on patterns of interaction between humans than on matters related to an individual's nature or soul. Interaction is understood as a process and place where various meanings, roles, rules, and cultural values work together.

3.1 Research subjects and locus

Six informants consist of 2 key informants, and 4 of their informants are OYH (IOS Mobile Engineer), IPP

(Developer Programming Backend Engineer), HBS (Software Backend Engineer), IR (IOS Mobile Engineer), F (Marketing Technology), FY (Bridging Marketers and Technology). The locus of research is Traveloka, with the company name PT. Trinusa Travelindo, as one of the online agents for booking plane tickets, hotels, trains, and several other online services. Traveloka has two web- based platforms and applications that can be used on gadgets or smartphones. Traveloka was founded in 2012 by Fery Unardi, Derianto Kusuma, and Albert.

3.2 Data collection technique

Observation is made by observing the behavior, events, or activities of people and employees of Traveloka. Observations were made through direct involvement with informants and observing in the office as a participant observer for six months. Research interviews using the in-depth interview method (Depth-Interview), which, in general, is the process of obtaining information for research purposes. Involve a trained core searcher to understand keywords in each observation and in-depth interview. We are collecting documents on facts and data stored in various materials in the form of documentation.

3.3 Data Validity

Data validity is done through triangulation of sources, to obtain data credibility to confirm data with other sources.

3.4 Data analysis

Data analysis was performed through an interpretive approach after the data was educated through data confirmation. The data is processed in such a way that conclusions are obtained in the form of truth that can be used as answers to the problems raised in the study. In this stage, the researcher makes the selection and focus of attention on simplification, abstraction, and transformation of the coarse data obtained. Then present the data in the form of narrative text, then do verification by verifying by searching for the meaning of each symptom obtained from the field, noting the regularity and configuration of possible meanings of meaning that are strung together and can be constructed in a proposition.

4. Results and Discussion

After a process of observation and in-depth interviews with Otniel and the five other informants, researchers found a common perception of a strong pride working in IT (information technology), one of which is at Traveloka. The shared pride built in the network interaction of company employees can build the strengthening of the meaning of working in teams. Through the rhetorical process, legitimized in the dramatization of discourse strengthens their fantasy.

4.1 Passion, the common perception about the world of IT

The phrase Information Technology is a phrase that is quite strong and popular in the world of discourse shifting analog patterns to the digital world. Historical understanding of digitalization has become the most popular term in every millennial discourse as a group of young people born in the 1980s to the 2000s [8]. Informants born in the digitalization wave as devices of life have constructed their memories as digital creatures, so they feel comfortable living in this climate. All informants view the mastery of information technology as part of life is their frame of reference. New Media has become the most powerful means of information entering them. They were born in an atmosphere of a social environment that was filled with passing information technology, making them part of the technology. The use of the internet network has colored their lives since they woke up, giving them a vast memory of internet technology wonders. So when they enter the world of tertiary education, informatics technology becomes their first choice (favorite) as a place where they continue their higher-level studies. This can be seen from the interest of high school students

entering computer science and informatics both at UI, Brawijaya, and at ITS and several universities occupy the highest rating after Medicine (<https://rencanamu.id/post/dunia-sekolah/persiapan-kuliah>). This fact shows the magnitude of their internet experience constructing their thinking about Information Technology and computers as a choice. Passion as a diction that is often used by Millennials understood everything that we sacrifice to achieve goals, the fun that never gets bored. The passion terminology in the world of Information Technology is more built- in their simulation space through their interaction with the internet world. The world of social and online media has constructed an understanding of information technology's meaning as their passion within the limits of their respective absorption. All informants at first saw that struggling with computers was a prestigious activity that was "cool" in their terms. They are average before receiving higher education did not understand the differences in Computer Science, Information Technology, and Information systems well, but already felt it was the right choice to pursue a lean career path. So the notion of passion for them is built in the understanding of shared symbols created through interaction in cyberspace more on symbols without substantive understanding. This understanding is strengthened through the legitimacy of successful figures such as Bill Gate, Steve Jobs, Jack Ma, who rhetorically imagined in dreams of success.

The fantasy of the world of informatics technology as a passion for prestigious activities is a process of convergence constructed through interaction with cyberspace by strengthening through the rhetorical process of the success of successful figures through informatics technology. The process of symbolic convergence that occurs in the clan is more on artificial symbols alone without the availability of a large memory of the symbol's knowledge. Observations on the aristocrats corroborate this, their knowledge of memory is very limited in the marking in establishing their semiotic relations. The context used is the inter-subjective symbolic imitation process. The process of convergence that occurs with informants before they determine the choice of developing mastery in the field of Information Technology in higher education also colors the selection of the work being pursued. Working in the world of informatics such as Google, Telkom, and Startup businesses, including Traveloka, became their fantasy. The computer-based startup business has become an idol of millennials compared to other large companies such as Civil Servants and State-Owned Enterprises (BUMN). Passion in information technology from informants involves the experience of artificial symbols of Information Technology during high school education to job selection. Symbolic convergence has been constructed through the interaction of learning communities and the interaction of their social environment. The symbolic convergence drives millennial fantasies in reaching future dreams. They continue to develop and seek justification, chaining fantasy through work choices expected to resemble a technology-based startup company. The work is a millennial dream and becomes a place for self-actualization in front of peers and the wider community.

4.2 Traveloka startup company is a millennial dream

Traveloka, as a startup company, not only stops at the stage as a company using technology in providing information facilities to facilitate traveling activities but continues to create perfect applications and websites to facilitate human activities with technology. Not only booking airline tickets, at least there are currently 22 services provided by Traveloka in its application, which is divided into three service categories: 1. Travel, 2. Entertainment & Routine Needs, 3. Travelokapay. Traveloka, as an IT-based startup, can enter into the context of millennial behavior and even the previous generation, due to innovation and the reality of the rapid development of communication technology. The company founded by the young generation can capture the needs of millennial as an employee of the company and answer the market's needs. The synergy between employees and a good owner is able to spur the development of a very fantastic company, less than five years achieved the title of Unicorn. The company's progress seems to be very supported by the similarity of the process of convergence between employees and companies in understanding and interpreting the concept of work based on IT. The five informants and strengthened by the key informants showed that the understanding

of Traveloka had started from college. The five informants' similarity is that they are both from a background in computer science or IT education, even though they are from different campuses. Still, they choose the same experience as to how they got to know Traveloka before becoming part of Traveloka.

“From college, I know from seniors (OYHL, Ios Mobile Engineer).”

“You also know from the time of college about Traveloka, if IT kids, Traveloka is already the most popular organization (Prad, Developer Programming Backend Engineer).”

“I was a big fan of Traveloka since college (F, Marketing Technology).”

“The seniors were on the campus of information about Traveloka (IPP, Ios Mobile Engineer).”

“The organization that” Wow, “can also be seen from the linked in people in Traveloka are people who are not haphazard, superb (HBS, Software Backend Engineer).”

“Proud of it (as a Traveloka employee) because it is surrounded by outstanding people, and has become a target company that will be entered from college-age (FY, Bridging Marketers and Technology).”

This information shows their great pride in work and the company where they work. The fantasy process built before working consistently can strengthen pride and a sense of superiority for Traveloka employees. The ability to foster employee pride is created by creating a strong work climate and work culture. The climate and work culture can be created through a continuously and consistently implemented convergence process.

4.3 Pride in the company strengthens the Organizational Climate

The organizational climate is one of the most important factors, which makes Traveloka employees feel at home and comfortable being part of the company. The sense of togetherness due to shared fantasy and pride in the organization provides a favorable work climate for the development of workers' potential. This can only grow in open interactions. The informant described the existence of job satisfaction not only in terms of work compensation but because of an egalitarian and unimpressed relationship. Interaction between employees occurs casually is not limited by hierarchy, status, and also existing positions. Each other communicates well. “There is no seniority,” the researcher quoted the sentence delivered by Otniel and the other three informants. The Traveloka organization divides work into achieving distributed goals within many teams working in a fluid network in personal relationships and tight in achieving targets. A team leader leads each team. Each team is responsible for achieving the objectives of the work carried out while maintaining egalitarian interaction by reducing structural barriers. Building an egalitarian climate is always carried out periodically in gatherings with all family members as the Traveloka big family. Egalitarian and familial interactions provide an intensive and open space for interaction within the team and between work teams at Traveloka. Interaction space in the existing climate has increased trust in each individual in carrying out their professionalism. They see that responsibility must be a breath in carrying out the task. So with no set working hours of all employees, but their professional responsibilities are demanded. As Millennials, Traveloka can build trust between them as professionals in the startup world. Mutual trust continues to be discussed as an attitude of their professionalism, discourse rhetorically through dramatization to provide legitimacy in every interaction continues. Trust is also encouraged in the form of togetherness in deciding a joint policy. This is seen in this information. When getting a project, the team leader (team leader) will talk to the engineers about completing the project. Then each team will always hold a “weekly meeting” activity, wherein the activity all teams will report on the progress of work or projects that are being carried out. Likewise, projects carried out by more than one team, the project team led by the project manager will always discuss together the project being carried out. Trust and honesty certainly become a binding value among them Traveloka employees. In solving problems, trust and honesty must be based. For example, when a project is given, and it is felt that the project is difficult to do, the employee must tell him so that the project can be given to those who can do it so that the project does not experience delays in production. Honesty is not a difficult thing to apply when organizations are open and not rigid. Employees can work from outside the office, as expressed by Otniel,

that sometimes he chooses to work from home instead of going to the office, "if you don't go in, you have to report to the team lead (team leader)." With an egalitarian climate in communicating with work teams, they feel they provide openness and facilitate coordination in completing work, understanding the company's plans, achievements, and vision.

5. Conclusion

There are many things that organizations can do to build and create awareness together further to strengthen the sense of pride as part of Traveloka. Various platforms for intensive interaction in an egalitarian climate for employees, Traveloka provides space in weekly meetings, gatherings, and lounges can bring together employees from different teams and divisions through chat rooms. A chat room containing all Traveloka employees has been able to bring together ideas and dreams and symbolic fantasies together. These efforts can arrange personal fantasies ranging from fantasy in school. The choice of fields of study supports the creation of collective awareness in symbolic convergence through exchanging messages. The symbolic awareness that is developed in the process then provides a kind of meaning, emotion and motive for action for the people or groups of people involved in it. With Traveloka's egalitarian climate, it can assemble a system of shared symbols through historical employee fantasies, characterization stages, team involvement, and shared pride through the rhetoric of the fantasy world of Informatics technology. Likewise, a retention process is created that allows an organization to store information about how it responds to various situations. Through a process of symbolic interaction that occurs continuously between one another, Traveloka employees become aware of who they are. What their role is in Traveloka, how they become part of the organization, and what things they should do and cannot do as part of Traveloka in the symbol of "Professionalism". Likewise, the theme of Fantasy about Traveloka has been in the minds of employees since college, where the fantasy continues to form a fantasy chain from the results of interactions between employees, experiences experienced while working at Traveloka, self-actualization as someone competent in the world of technology and information, and rewards as employees include; salaries, shopping discounts, fitness discounts, breakfast, lunch, office facilities and other facilities. This shows that the search for fantasy themes from the beginning before becoming a member of the organization is a potential thing to facilitate organizational members' symbolic convergence. However, the egalitarian climate that gives space for creating intensive interactions and, according to millennials, 'psychological conditions makes it easier to create a string of shared fantasies. The humanistic approach by promoting egalitarian relations through the development of dramatic discourse provides a favorable nuance for millennials to become part of the organization. Traveloka as an organization where competent people are located, especially in Technology and Information, can build the Unl Ultimate End of millennials that Traveloka is an organization that is Flexible & Responsible. Honest, as one of the unicorns in Indonesia.

In a survey conducted by Traveloka Human Resources (HR) in Vietnam found dedication, intellectual honesty, curiosity, empathy, and humility among workers, driving force in the work environment. Through this research that uses a subjective approach, it is found that understanding the fantasies of employees before joining the company is important to facilitate the creation of mutual awareness as a family in the company. Historical similarities about Traveloka's fantasy can unite in symbolic convergence as a large family of Traveloka. The development of a flexible, dynamic, and collaborative work environment can foster shared responsibility and intellectual honesty in the fantasy of professionalism in Information Technology personnel. The throwing of rhetorical symbols that continues to be read through dramatization in every activity to build togetherness such as weekly meetings, Gathering and Lounge, can become a public space for creating symbolic interactions. So that symbolic fantasies in employees' minds are strengthened into shared ownership (society). Organizational climate is the most dominant factor in building organizational culture in Traveloka. The climate begins with the similarity of fantasy, which is embodied in an egalitarian work system and is built

in a rhetorical pride of IT personnel's professionalism capable of creating empathy between employers and employees with the company. This is the main key to Traveloka's ability to chill employees' fantasy into a shared fantasy as professional insane who work within the IT environment. However, the problem of reward in the form of salary provided is a strong enough factor for employees to stay and work in Traveloka.

There is at least four pride in employees when working at Traveloka, namely:

1. Traveloka can build the Professionalism of Information Technology People
2. Traveloka is one of the Unicorns in Indonesia.
3. Traveloka as a modern organization.
4. Traveloka is an organization that provides high salaries (salaries) provides facilities that support the credibility of the employees

The pride of employees' pride as part of Traveloka, researchers summarize these four things as a fantasy Ultimate End, as a symbol of self-achievement as part of the Traveloka organization. Indonesia, Modern Organizations, and a high salary.

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