

**PENGEMBANGAN STRATEGI INOVASI *DIGITAL WORKPLACE*
DALAM MENINGKATKAN *EMPLOYEE EXPERIENCE*
MELALUI METODE *DESIGN THINKING***

ABSTRAK

Abstract: *The development of digital technology has affected employee work patterns. With the latest technology, employees can work from anywhere. Moreover, the development of the situation during this Pandemic has drastically changed the work patterns of many companies which force employees to work from home. This research aims to find a solution on how might we improve Employee Experience by doing Digital Transformation on Employee Lifecycle by using Design Thinking Method. This research was conducted with a Qualitative Exploratory research method with Workshop / Focus Group Discussion and Semi Structure Interview methods on several XYZ company employees. The results of this study are in the form of a Digital Workplace (Digital Employee Experience Platform) solution which is expected to be implemented to improve Employee Experience in XYZ company and serve as a reference for further research in the future.*

Keywords: *Employee Experience, Digital Transformation, Digital Workplace, Design Thinking*

Abstrak: *Perkembangan teknologi digital telah mempengaruhi pola kerja karyawan. Dengan Teknologi terkini Karyawan dapat bekerja dari mana saja. Apalagi perkembangan situasi dalam masa Pandemi ini telah mengubah secara drastis pola kerja dari banyak perusahaan yang memaksa karyawan bekerja dari rumah (Work From Home). Penelitian ini bertujuan untuk mencari solusi bagaimana cara yang memungkinkan kita meningkatkan Employee Experience dengan melakukan Transformasi Digital pada Employee Lifecycle dengan menggunakan Metode Design Thinking. Penelitian ini dilakukan dengan metode penelitian Kualitatif Exploratori dengan melakukan Lokakarya / Focus Group Discussion dan Semi Structure Interview pada beberapa karyawan perusahaan XYZ. Hasil penelitian ini berupa sebuah solusi Digital Workplace (Digital Employee Experience Platform) yang diharapkan bisa diimplementasikan untuk meningkatkan Employee Experience di perusahaan XYZ dan menjadi acuan buat penelitian lebih lanjut di masa depan.*

Kata kunci: *Employee Experience, Digital Transformation, Digital Workplace, Design Thinking*