Preference of Employee Behavioral Regarding Visual Privacy of PT Baratha Group Office

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***Abstract*: A public space is a space that is designed to accommodate some people carrying out public activities by the function of the public space. Humans as social creatures have individual personalities to fulfill their privacy needs when carrying out activities in public spaces. An office with an open design concept is an example of a public space. Employee productivity and efficiency at work is an important factor in the success of a company. This can work well if it is supported by an interior office setting that can meet the needs and provide comfort for employees. This research aims to explore how the interior setting and environmental disturbances in the PT Baratha Group Office influences employee behavioral preferences towards visual privacy of office space. Thus, the results of this research can be considered by PT. Baratha Group is re-planning office space settings to maximize employee performance by meeting employees' visual privacy needs.**

***Keywords*: Preferences, Employee Behavior, Open Office, Visual Privacy.**

1. Introduction

An office is a room occupied by several employees to carry out work activities. The design and setting of the office space is one of the important factors that influence the physical and psychological condition of employees at work. In the last few decades, companies have designed office spaces using open-plan office designs to facilitate communication and coordination between employees so they can work optimally and cut costs [1].

This design concept only provides a little privacy space for employees and usually does not pay attention to the room setting. Lee and Kupritz found findings and evidence that employees were dissatisfied with the level of privacy in open office design spaces [4]. Employees tend to communicate less when they feel they cannot control the privacy of their communications. Space settings such as furniture layout, distance between employees, lighting conditions, and air circulation entering the room must be considered to achieve physical and psychological comfort for employees so that they can increase work efficiency.

PT. Baratha Group which is located on Jalan Saliwiryo Pranowo Gang Taman No. 11 is a company that manages various business fields from accommodation to catering. This company has 1 office space with an open-plan office design concept. The number of employees occupying the office space includes 2 directors, 1 assistant director, and 5 staff. Based on observations made, the office space setting at PT. Baratha Group has not been optimal in supporting the work effectiveness of its employees. Such as placing guest chairs directly adjacent to employee work desks, or employee work positions close to the office door, causing employee concentration to be distracted. By considering these conditions, researchers will evaluate the office space settings to determine the visual privacy needs of employees at work and determine room conditions that can disturb employees' visual privacy at work. This research is directed at achieving employee productivity, efficiency, and comfort in completing work. Good work productivity and efficiency will have a big impact on the company and the employees themselves.

2. Literature Review

A. Office

An office is a place for an organization or group of people to carry out activities to complete various kinds of operational work such as collecting, processing and distributing information and managerial work such as planning and supervision. Office [3]. layout has a big influence on employee comfort at work because it can increase employee productivity and determine the smooth flow of work.

1) *Principles layout office*

The principles of good office layout for an organization within a company according to are as follows:
1. Shortest Distance Principle: Office layout is said to be good if the process of completing a job can be done in the shortest distance.
2. Principles of Work Series: The arrangement of employee work positions and office equipment has a series that is in line and sequentially according to the process of completing office work.
3. Principles of Space Use: Office layout can be said to be good if the company is able to maximize the available space and not leave empty rooms.
4. Principles of Change in Workplace Structure: The arrangement of office space is flexible so that it can be changed according to the needs and circumstances of the employee organization.

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2) *Types of Layout Office*

There are 3 (three) types of office layouts, namely:

1. Open Office: An open office layout does not have physical barriers such as walls or barriers for employees to work in the same place**.**
2. Closed Office: A closed office layout separates each employee with barriers or in different places according to the function of each work group.
3. Office Landscape: Office layout with a combination of open and closed offices by overcoming the weaknesses between open and closed office layouts.

B. Privacy

Privacy is the ability of individuals or groups to control their interactions with other people both visually (sight), *auditory* (hearing), and *olfactory* (smell) to get what they want [4]. Marshall said that there are two types of privacy groups, namely groups who do not want physical interference and groups who do not want anyone to know information about themselves which then manifests itself in their behavior [4], including:

1. The desire to be alone (*solitude*), where privacy is obtained when   limited by certain elements so that you can be free to do whatever you want and free from the attention of other people.
2. The desire to stay away (*seclusion*), where privacy is obtained if you stay away from disturbing views and noise from neighbors or traffic noise.
3. The desire for intimacy (*intimacy*), where privacy is obtained only with certain people, for example with family or lovers.

C. Personal Space

Personal space is an area with invisible boundaries that environments an individual's movements where no one else is allowed to enter (Robers sommer dalam Hutchison, 2015). Personal space is dynamic and dimensions can change if the space is come in by other people, which will cause discomfort, insecurity and stress. These invisible boundaries regulate how closely we interact with others, move, and move with us, increasing and contracting according to the situation in which we find ourselves.

D. Territoriality

Laurens believes that territoriality is a pattern of behavior and attitudes carried out by individuals or groups as a manifestation of privacy or a manifestation of egoism, not wanting to be disturbed [1]. Territoriality leads to marking or personalizing our "owned" territory as a liminal space and engaging in various behaviors to protect it from invasion. If personal space is a virtual money boundary area, territoriality is a boundary area in the form of something real. Physical features that mark territorial boundaries may include walls, mats, variations in paint color, or variations in maximum height[5].

E. Crowding and Overcrowding

Crowding is often correlated with overcrowding; environmental psychologists make important differences between these terms. Density is the ratio of people per unit area of space while crowding is the subjective feeling of having too many people around. However, crowding does not always correlate with density. These subjective feelings can be influenced by personal, social, physical and cultural interaction factors. Loo and Saegert prove that due to its subjective nature crowding can be differentiated in two ways, namely social density and spatial density [5]. For example, in a meeting room that is crowded with visitors, the crowding could be caused by the perception that the room is too small for the number of invitees (spatial density), but it could also be due to the perception that there are too many invitees for the room (social crowding).

3. Research Methods

This research uses a descriptive qualitative method. The descriptive qualitative method is a research process to understand human or social phenomena by creating a comprehensive and complex picture presented in words, reporting detailed views obtained from informant sources, and carried out in a natural setting [6]. The aim is to explain the phenomenon of privacy in relation to concentration while working which occurs in the PT Baratha Group Office. Research based on an environmental behavioral approach, observations are carried out by visually recording and recording activities, *events* and employee behavior in the office space. Next, the description is carried out by qualitatively analyzing the PT Baratha *Group Office*. The subjects in this research were employees of PT. Baratha Group which occupies office space and office space is occupied as a research object. The formulation of the problem studied is:

1) What visual privacy do employees need and what are the important factors that influence employee visual privacy interference when working in open office spaces?

2) Is that open office space setting of the PT Baratha group Has been able to support employees' visual privacy needs while working?

4. Results and Discussion

The research object in this thesis research is the company office of PT. Baratha *Group* which is located on Jalan Saliwiryo Pranowo Gang Taman No. 11 is a company that manages various business fields from accommodation to *catering*. This company has 1 office space with an open *-plan office design concept*, the number of employees occupying the office space includes 2 directors, 1 assistant director, and 5 *staff.* The visual privacy assessed is:

1) Matters relating to controlling conditions when meeting face to face, looking at, or being looked at by other people while working.

2) Matters relating to the supervision of work monitors while working.

3) Matters relating to controlling concentration in the presence of environmental distractions while working.

PT. Baratha Group Office is an open office space. This was referred to by Harmon Chaniaogo that an office layout that does not have physical barriers such as walls or partitions for

employees to work in the same place is called an open office space. Apart from that, the employees who occupy the office space of PT. Baratha Group also feels the disadvantages of open office space according to Harmon Chaniaogo [7], namely:

1) Low employee privacy.
2) There is distraction of employee concentration by excessive noise and the sight of other employees or people outside the office passing by.
3) If guests visit, they will immediately see employee activities in the office.

A. Analyze data on matters related to controlling conditions when meeting face to face, looking at, or being looked at by other people while working

From the results of the questionnaire that was carried out, as many as 85.7% or 6 out of 7 employees felt visual privacy disturbances when meeting face to face, looking at, or being looked at by other people while working. Employees who felt this disturbance included the director (K1), *accounting* 1 (K2), *graphic designer* (K3), assistant *general manager* (K5), *sales marketing* (K6), and *accounting* 2 (K7).
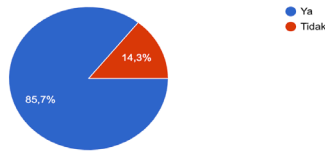

Fig. 1. Questionnaire Answers - Distractions When Meeting Face to Face, Looking at, or Being Looked at by Others While Working

Based on the results of the questionnaire findings, it show that the factors that greatly influence visual privacy disturbances when meeting face to face, looking at, or being looked at by other people while working are the sitting position of employees next to each other, both on the right and left side and the sitting position of employees facing each other. This phenomenon corresponds to the visual privacy aspect of being seen by coworkers and seeing colleagues in the office. Employees feel they have little privacy visually because whatever they do or other people do stands out and attracts attention so they are distracted from working. Employees can sense outside movement even with their peripheral vision. They will attempt to investigate the movement or feel compelled to do so even if they do not take action.
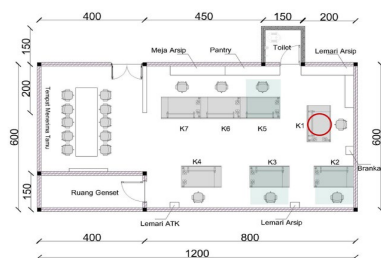

Fig. 2. Things related to controlling conditions when meeting face to face, looking at, or being looked at by other people when working for K1 respondents
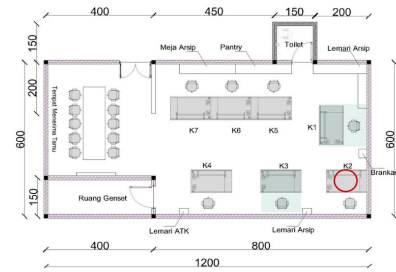

Fig. 3. Things related to controlling conditions when meeting face to face, looking at, or being looked at by other people when working for K2 respondents
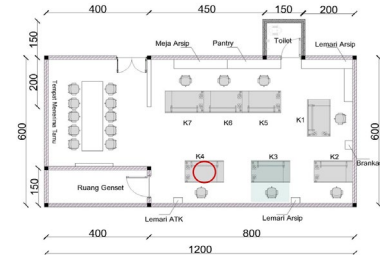

Fig. 4. Matters Relating to Controlling Conditions When Meeting Face to Face, looking at, or Being Looked at by Others While Working for K4 Respondents
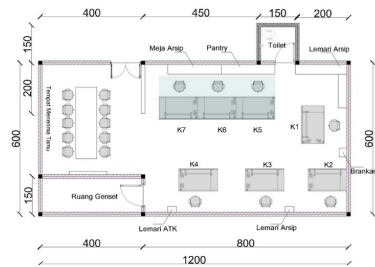

Fig. 5. Things related to controlling conditions when meeting face to face, looking at or being looked at by other people while working for respondents K5, K6 and K7

B. Data Analysis of Matters Relating to Work Monitor Supervision While Working

From the results of the questionnaire that has been carried out, it can be seen in the picture. 5 that 42.9% or 3 out of 7 employees experienced visual privacy disturbances related to monitor monitoring while working. Employees who felt the monitor's privacy was disturbed when working in an open office space were the assistant *general manager* (K5), *sales marketing* (K6), and *accounting* 2 (K7).
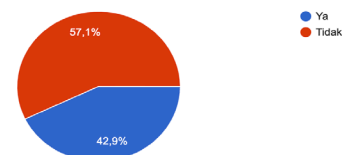

Fig. 6. Questionnaire Answers – Visual Privacy Interference with Work Monitor Surveillance

From the results, the factors that cause employees to be disturbed when the work monitor is seen by other people in an open office space, the most dominant is because the employee's working position is facing away from the pantry and the employee's working position is side by side with other employees' working positions, either on the right or left side. with there being no physical barrier between the desks they sit at so they can see each other's monitor screens. In addition, the employee's working position is close to the toilet.
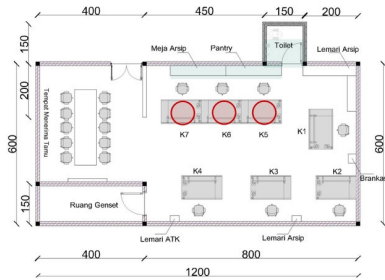

Fig. 7. Matters Relating to Monitor Monitoring While Working

C. Data Analysis on Matters Relating to Controlling Concentration on Environmental Disturbances While Working

From the results of the questionnaire that has been carried out, it can be seen in Graph that 57.1% of respondents experienced visual privacy disturbances due to environmental disturbances in the office while working. Employees who felt environmental disturbances were *accounting* 1 (K1), *graphic designer* (K4), *assistant general manager* (K5), *sales marketing* (K6), and *accounting* 2 (K7).
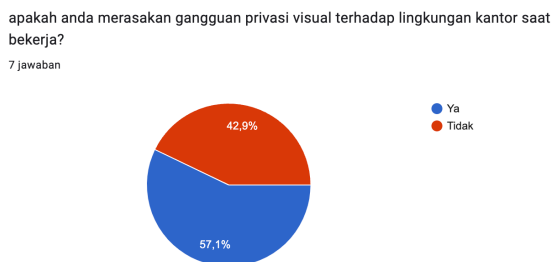

Fig. 8. Questionnaire Answers – Visual Privacy Disturbances Against Environmental Disturbances

In interviews, the graphic designer (K4) and accounting 2 (K7) in the sitting position which can be seen in Figure 9, close to the office entrance and exit and reception area, said the same thing, that the work tasks were quite heavy, requiring a lot of creativity and focus. High causes the focus to be easily divided if employees or other people are coming in and out of the office door, or visitors who are visiting. His gaze immediately turned towards the entrance and exit of the office and the reception area to find out who was coming in and out and passing by or the activities of visiting visitors. Meanwhile, accounting 1 (K2) and sales marketing (K6) are not in positions close to the door or reception area, but they also feel disturbed if people are passing by because they think this activity automatically attracts their attention.
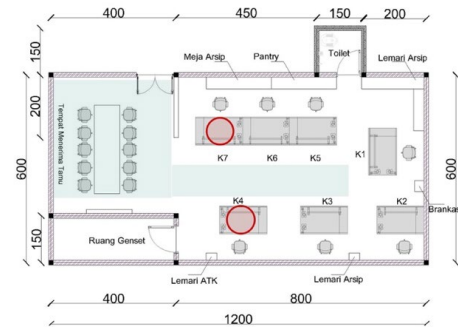

Fig. 9. Matters Relating to Controlling Concentration on Environmental Disturbances While Working

D. Employee Analysis Behavioral Preferences to Meet Visual Privacy Needs

Based on the results of research observations that have been carried out, employees who are involved in work that requires creative thinking, and highly focused attention are more disturbed by environmental disturbances such as respondents accounting 1 (K1), graphic designer (K4), and accounting 2 (K7) with work who spend more time in the office compared to other respondents who spend more time outside the office such as directors (K1) and general managers (K3) because after the disturbance is over and they return to their work, they have to reconstruct their train of thought down to the certain. Meanwhile, for assistant general manager (K5) and sales marketing (K6) respondents, even though half of their work is outside the office, they still feel disturbed if the workload in the office is high. So, the characteristics of PT employees. The Baratha group tends to be a group that does not want physical interference Marshall [4]:

a) The desire to be alone (solitude), where privacy is obtained if it is limited by certain elements so that you can be free to do whatever you want and free from the attention of other people.
b) The desire to stay away (seclusion), where privacy is obtained if you stay away from disturbing views and noise from neighbors or traffic noise.

Based on the visual privacy of employees who have been researched, a visual understanding of public to private areas is obtained. This understanding is based on the employee's perception of work disruption when viewed or looking at the employee's work results. The meaning obtained is as below.

1. Public space is a space where employees are visually undisturbed when all types of work are viewed by other employees.
2. Semi-public spaces are spaces where employees feel visually disturbed when part of their work is viewed by other employees.
3. Semi-private space is a space where employees feel visually disturbed when most of their work is viewed by other employees.
4. Private space is a space where employees feel visually disturbed by all types of work they do when other employees are looking at them.

Thus, the definition or understanding of the type of space

above is based on the employee's visual distractions. From the basis of considering the existence of visual disturbances, important factors are obtained, namely the type of work and the role of employees in considering visual privacy. For example, finance employees at the same distance have semi-private work areas. This is because most of the work they do cannot be seen by other employees. On the other hand, administrative and sales marketing employees with the same distance and size of workspace have a semi-public work area. This is because most of the work they do may be visible to other employees or even visiting guests.

Regarding the phenomenon of visual privacy interference in research, the solution that can be recommended is based on the results of a literature study which refers to the spatial layout according to Edward Hall [1] namely by using semi-fixed features, namely that the barriers can be moved reliably. In the re-design of this office, a combination of partition walls made of gypsum and tempered glass was used to divide the director's room and the employee's room with the reception area. Considerations in selecting gypsum material partition walls are:

a. Light gypsum material
b. Affordable prices
c. Easy and practical installation
d. Strong and sturdy
e. Can still provide coolness to the room
f. Provides visual and *auditory privacy* (muffles sound)
g. Still provides an artistic appearance

The consideration for using a combination of tempered glass as a sliding door to divide the director's room with a thickness of 10 mm is so that the room doesn't feel cramped and can still make it easier for the director (K1) as the head of the company to control and supervise employees while working with the addition of adjustable roller blinds without making employees feel intimidated.

Meanwhile, to separate sitting positions between employees as an effort to minimize eye contact with other employees, there appears to be a visual privacy disturbance in the office environment, and it appears that the monitor screen is used as storage cupboard furniture as a partition that can also be used as a filing cabinet. Consider using cupboard furniture as a partition so that it can be moved and makes it easier to change the arrangement of the work desk at any time so that it doesn't need to be pull to pieces.

5. Conclusion

From the results of the research that has been carried out, the following conclusions are obtained:

1) 7 (seven) employees of PT. Baratha Group, which occupies open office space, feels that its visual privacy is disturbed due to the condition of the workspace setting. The position of employees' work desks side by side, either on the right or left side and facing the absence of physical barriers, is the dominant factor for employees disrupting

meetings face-to-face, looking at, or being looked at by other employees while working. The position of the employee's work desk close to the pantry, and toilet, and the position of the work desk side by side on either the left or right side are the dominant factors disrupting if the work monitor screen can be seen by employees or other people. Meanwhile, the dominant factor that causes employees to be disturbed by environmental disturbances when they see employees or other people visiting and passing by is the position of the work desk close to the office entrance and the place to receive guests.

2) Characteristic preferences of PT employees. The Barataha group tends to have a desire to be alone (solitude), where privacy is obtained if it is limited by certain elements so that they can be free to do whatever they want and free from the attention of other people and have a desire to stay away (seclusion), where privacy is obtained if they stay away from interference. Views and noise disturbance from neighbors or traffic noise. Most employees consider that the open office space they occupy is not able to support their visual privacy needs and requires physical barriers to achieve these visual privacy needs so that employees feel comfortable and safe which can increase their productivity and efficiency at work.

6. Suggestion

1) This research can be continued from the scientific side of organizational psychology. This research will be measured based on the role and type of organizational structure on individual employee work achievements.

2) This research will be further developed in terms of visual privacy towards work effectiveness in terms of employee resource development. The measurements in this research can be based on an employee's ability to perceive work-limiting conditions visually. The effect of a partition's state will be visible based on how much work it can complete.

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