

ORGANIZATIONAL COMMUNICATION IN THE DIGITAL ERA: WORK FROM ANYWHERE POLICIES

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Abstract. An example of implementing Working from Anywhere in a government agency, namely the Ministry of Finance which is a pioneer in implementing new modern work patterns through the use of digital communication technology. The implementation of Work from Anywhere is part of the Ministry of Finance's strategic initiative, which provides flexibility in work locations during certain periods by maximizing information and communication technology to increase and maintain employee productivity. This research aims to make an academic contribution by adding knowledge to the research that has been carried out. The method used in this research is literature study by collecting information through scientific journals and books which are analyzed based on existing problems. Sources of information are obtained from research conducted by credible researchers and writers. Implementing Work from Anywhere has become an important option for many organizations post the *Covid-19* pandemic, driven by technological advances and the need for flexibility in the workplace. Digital Communication Technology plays a key role in supporting the implementation of Work from Anywhere Policies, allowing employees to stay connected without having to be physically in the office location and the implementation of Work from Anywhere has great potential to increase work effectiveness in the digital era. This literature study was supported by Ministry of Communication and Information Technology of The Republic of Indonesia and Universitas Sumatera Utara. We thank our lecturer and colleagues from Universitas Sumatera Utara who provided insight and expertise that greatly assisted the literature study, with all of the interpretations/conclusions of this paper.

Keywords: Digital Communication; Work from Anywhere; Work Life Balance

Abstrak. Penerapan bekerja dari mana saja pada instansi pemerintah dengan contoh pada Kementerian Keuangan yang menjadi pionir penerapan pola kerja baru yang modern melalui penggunaan digital communication technology. Implementasi Work from Anywhere merupakan bagian inisiatif strategis Kementerian Keuangan, yang memberikan fleksibilitas lokasi bekerja selama periode tertentu dengan memaksimalkan teknologi informasi dan komunikasi untuk meningkatkan dan menjaga produktivitas pegawai. Penelitian ini bertujuan untuk memberikan kontribusi akademis dengan menambahkan pengetahuan pada penelitian yang telah dilakukan. Metode yang digunakan dalam penelitian ini adalah studi literatur dengan cara mengumpulkan informasi melalui jurnal ilmiah dan buku yang dianalisis berdasarkan permasalahan yang ada. Sumber informasi diperoleh dari penelitian yang dilakukan oleh peneliti dan penulis yang kredibel. penerapan bekerja dari mana saja telah menjadi pilihan penting bagi banyak organisasi pasca pandemi *Covid-19*, didorong oleh kemajuan teknologi dan kebutuhan akan fleksibilitas dalam tempat kerja. Digital Communication Technology memainkan peran kunci dalam mendukung pelaksanaan penerapan bekerja dari mana saja, memungkinkan karyawan untuk tetap terhubung tanpa harus berada di lokasi kantor secara fisik dan penerapan bekerja dari mana saja memiliki potensi besar untuk meningkatkan efektivitas kerja di era digital. Studi literatur ini didukung oleh Kementerian Komunikasi dan Informatika Republik Indonesia dan Universitas Sumatera Utara. Kami mengucapkan terima kasih kepada dosen dan rekan-rekan dari Universitas Sumatera Utara yang telah memberikan wawasan dan keahlian yang sangat membantu studi pustaka, beserta seluruh interpretasi/simpulan dari makalah ini.

Kata Kunci: *Digital Communication; Work from Home; Work Life Balance*

INTRODUCTION

Post *Covid-19*, Work from Anywhere (WFA) is becoming an integral part of the workplace of the future, driven by technological advances and the need for flexibility. Digital Communication Technology is a significant supporting factor in implementing Work from Anywhere because it allows employees to stay

connected with colleagues and superiors without having to be physically in the office location.

Technology based on Digital Communication Technology currently allows real-time exchange of information via e-mail, instant messaging, *video calls* and *online* collaboration through various applications which are currently provided free of charge or paid by the government and business actors. With Digital Communication Technology, employees can work together, solve problems and coordinate without having to meet physically. This allows for higher work effectiveness and efficiency, when viewed in terms of resource use, and makes it easier to carry out office tasks when working from anywhere.

Organizations need to create the best balance between physical and digital space, this can be seen from the legitimacy of the Work from Anywhere policy to the provision of flexible working space to provide comfort for employees while working. Digital workspaces should be equipped with security features such as data encryption, access management and data leak prevention. This helps protect important organizational and corporate data from cyber attacks or security breaches, maintains the confidentiality of information and ensures the security of organizational data.

Workers also have obligations regarding accountability for the results of their work to the organization, especially to their direct superiors. The results of the work will then be monitored and evaluated by the organization or company to measure the effectiveness of the implementation of working from anywhere.

In Indonesia, government organizations such as the Ministry of Finance have implemented Digital Communication Technology using platforms such as Microsoft Teams and Office Automation which enable all employees to share documents, integrate various aspects of team work in one unified platform, and overcome physical location restrictions, which opens the door to remote work models.

Artificial Intelligence (AI) is becoming a useful tool for supporting a wide range of tasks, making work easier for employees and staff. Digital communication technology can be enhanced by automation, more complex data analysis, personalized communications, and improved crisis management and information delivery thanks to artificial intelligence.

Communication plays a key role in shaping perceptions, expectations and decisions regarding how to Work from Anywhere to create work-life balance. Therefore, it is important to understand how communication influences a person's perception of achieving a balance between work and their personal life (Work-Life Balance).

This research aims to make an academic contribution by adding knowledge to the research that has been carried out. For example, the application of Digital Communication Technology which has been implemented by the Ministry of Finance of the Republic of Indonesia during the implementation of WFH post *Covid-19* besides the factors inhibiting the use of Digital Communication Technology in implementing Work from Anywhere so as to achieve Work-Life Balance.

LITERATURE REVIEW

The application of working from anywhere is often an interesting research topic, especially after *Covid-19* considering that flexibility in time and place of work is a demand for modern ways of working. In this literature review, various studies will be explored that highlight the role of organizational communication using Digital Communication Technology when working from anywhere in building work-life balance.

The first literature review is research conducted by Sukmana and Komalawati (2022) in a journal entitled "Organizational Culture Transformation Work from Home (WFH) In Cross-View Generation" which discusses the transformation of organizational culture related to WFH policies in Indonesia. The research found that WFH has been adopted by several companies in Indonesia, even though it poses challenges. This research uses structuralism or resource dependency theory to explain the influence of WFH policies on organizational culture. This research shows the importance of effective organizational communication in facilitating work-life balance through Work from Home regulation in the digital era so that it can become a strong theoretical basis for this literature study.

The importance of effective organizational communication in facilitating work-life balance through WFH policies in the digital era is in line with research entitled "How the Rapid Digital Work from Home Transition Has Affected Management A Case Study At An Research And Development Department At Husqvarna AB" written by Kageback and Nyibule (2021). This research discusses the

affect of the *Covid-19* pandemic on the use of WFH. The research focus on the importance of effective communication between management and employees and the challenges in building collaboration in a digital work environment. This study also shows that WFH can increase employees' sense of self-efficacy. The main implication that can be a reference from this research is the importance of effective communication between management and employees to build work-life balance.

The steps in achieving effective communication in the digital era are discussed in the journal entitled "Analysis of Communication Effectiveness in the Digital Era as a Communication Media in the IGeneration (Gen Z) during the *Covid-19* Pandemic Recovery Period: Descriptive Study of USU MIKOM 2022" written by Purnawati and Kurniawati (2023) which will be further elaborated in the discussion section. The research also highlights the challenges in using digital communication during the pandemic and the importance of improving digital literacy and interpersonal skills.

Another literature study discusses organizational communication in the digital era with a focus on building work-life balance through the Work from Anywhere (WFA) policy, so that the research entitled "Implementation of WFA as a Model for the Future Work System of Indonesian ASN" written by Ridwansyah, et al (2022) can be a reference. This research analyzes the Work from Anywhere (WFA) policy for state public servants in Indonesia. The research found that WFA can increase productivity and operational efficiency and support employee work-life balance.

Seeing technological developments and changes in people's lifestyles, especially in the digital era and the impact of the pandemic, has encouraged research on the effectiveness of the Work from Anywhere concept. one of which is research conducted by Ni'mah and Pujianto (2023) entitled "Work Effectiveness From Anywhere in the Digital Era". This research concluded that the WFA concept has great potential in increasing work effectiveness in the digital period. This study also focus the importance of adaptability and understanding technology in supporting employee performance.

Furthermore, research conducted by Krajcik, Schmitd and Barath (2023) entitled "Hybrid Work Model: An Approach to Work-Life Flexibility in a Changing Environment", explored employee preferences regarding Work from Home practices during the *COVID-19* pandemic and determined work arrangement preferences. post-pandemic. The research found that a hybrid work model can provide flexibility for employees.

In line with research conducted by Chen, Et all (2023) entitled "Working From Home and Subsequent Work Outcomes: Pre-pandemic Evidence". The study investigated the relationship between WFH and subsequent work outcomes under non-pandemic circumstances. The research found that WFH is positively related to various work outcomes, such as productivity, engagement and job happiness.

Strategies to support employees who Work from Home cannot be separated from the distribution of technological infrastructure for digital workers. This is in line with research entitled "Work from Anywhere: Inequalities in Technology Infrastructure Distribution for Digit Workers" by Matli and Wamb (2023) which focuses on this. The author uses the workforce to embrace and use digital technology from home for work-related goals, as demonstrated by the Unified Theory of Acceptance and Use of Technology (UTAUT). The research emphasizes the importance of technology adoption and efforts to reduce the digital gap.

Based on research conducted by Itam and Warriar (2024) entitled "Future of Work From Everywhere: A Systematic Review", it is known that the trend in the way of working is changing to teleworking, working from home, and flexible work arrangements. The research explain a literature review of work-from-anywhere (WFA) research from 1990 to early 2023 to understand the transformation of this field. The research highlights technological advances and flexible working arrangements as enabling factors, while challenges such as work-life balance and mental health issues act as inhibiting factors.

In recent research by Zapata, Ibarra, and Blancher (2024) entitled "Engaging New Ways of Work: The Relevance of Flexibility and Digital Tools in A Post-*Covid-19* Era" explores how the pandemic has changed traditional work practices and highlights the prevalence of work schemes from a flexible place and the use of digital communication tools. They suggest that new work methods require the integration of workspace design, social interactions, and individual health, and highlight the importance of personalizing organizational practices to support individual welfare.

From the literature review above, it can be concluded that modifications in the workplace landscape after *Covid-19* have strengthened the role of Work from Anywhere as an important element in current work patterns. Various studies highlight the important role of organizational communication

in facilitating work-life balance through WFA policies in the digital period. Starting from analysis of organizational culture transformation by Sukmana and Komalawati (2022) to understanding the effectiveness of digital communication in the digital era by Purnawati & Kurniawati (2023), as well as challenges in the distribution of technological infrastructure faced by digital workers as highlighted by Matli & Wamba (2023), each study provides references on how WFA policies can influence employees' work dynamics and personal lives. These findings provide a strong foundation for companies and organizations to develop effective communication strategies, equitable technology infrastructure, and supportive work practices for employees in the digital era. This literature review also illustrates the importance of organizational adaptation to these changes to create an inclusive, productive and sustainable work environment in the future.

METHOD

The method used in this research is literature study by collecting information through scientific journals and books which are analyzed based on existing problems. Sources of information are obtained from research conducted by credible researchers and writers. These sources are relevant and closely related to the problems in this research, so they were chosen as references. The data analysis technique used is qualitative with stages including reducing data, presenting data, and concluding data. The results of this literature review will be used as the results of the discussion and conclusions in this research. Topics discussed in this research include organizational communication, the use of digital communication media, and the importance of effective communication in implementing the Work from Anywhere (WFA) policy.

RESULTS AND DISCUSSION

The first literature review is research conducted by Sukmana and Komalawati (2022) in a journal entitled "Organizational Culture Transformation Work from Home (WFH) In Cross-View Generation" which discusses the transformation of organizational culture related to the Work from Home policy in Indonesia. This research analyzes the impact of the Work from Home policy on work culture and employee productivity. The research results show that the Work from Home policy has become a permanent option for most companies in Indonesia, despite challenges such as decreased productivity. However, many employees feel that working from home helps them achieve balance between work and personal life. This research uses structuralism theory or resource dependency theory to explain how Work from Home policies influence interactions and dynamics in organizational culture. This research shows the importance of effective organizational communication in facilitating work-life balance through Work from Home policies in the digital era so that it can become a strong theoretical basis for this literature study.

The importance of effective organizational communication in facilitating work-life balance through the Work from Home policy in this digital era is in line with research entitled "How The Rapid Digital Work from Home Transition Has Affected Management A Case Study at An R&D Department At Husqvarna AB" written by Kageback & Nyibule (2021). This research discusses the impact of the *Covid-19* pandemic which has forced organizations and businesses to implement Work from Home as a new solution. The theories used include self-efficacy theory, social construction and digital management. The implications of this research include the importance of effective communication between management and employees to build work-life balance, the challenges in building strong collaboration in a digital work environment, the need for efficient time management to ensure meetings provide added value without sacrificing employee efficiency, and how work works. from home can increase employees' sense of self-efficacy in carrying out daily tasks, which in turn can support efforts to build work-life balance in the digital era.

The steps in achieving effective communication in the digital era are discussed in the journal entitled "Analysis of Communication Effectiveness in the Digital Era as a Communication Media in the IGeneration (Gen Z) during the *Covid-19* Pandemic Recovery Period: Descriptive Study of USU MIKOM 2022" written by Purnawati & Kurniawati (2023). The method used is a qualitative approach with descriptive methods. This research aims to explain the effectiveness, obstacles and solutions for digital communication as a communication medium for iGeneration during the *COVID-19* Pandemic

Recovery Period. The theories used include digital communication theory, generation Z theory, and communication effectiveness theory. The research results show that the use of digital communication as a communication medium during the *Covid-19* pandemic has its own challenges, such as signal interference which can cause misunderstandings in conveying information. Nevertheless, the effectiveness of digital communication in the digital era is considered important in building good interpersonal relationships and strengthening iGeneration involvement in the digital era. Several steps to increase the effectiveness of digital communication that can be taken include increasing digital literacy, adopting appropriate technology, improving interpersonal skills, and paying attention to technical obstacles to technology that supports digital communication. The implementation of these steps is expected to achieve better digital communication effectiveness, strengthen interpersonal relationships, and support active engagement in the ever-evolving digital era.

This literature study discusses organizational communication in the digital era with a focus on building work-life balance through the Work from Anywhere (WFA) policy, so that the research entitled Implementation of WFA as a Model for the Future Work System of Indonesian ASN written by Ridwansyah, et al (2022) can be a reference. This research analyzes the WFA policy for state civil servants in Indonesia with a focus on achieving optimal output that prioritizes the value of AKHLAK (Public Service, Accountability, Competent, Harmonious, Loyal, Adaptive and Collaborative). Research results show that the use of Digital Communication Technology can facilitate effective communication between teams working from different locations, as well as ensure data security and privacy in a distributed work environment. The research results also show the positive impacts and challenges of the WFA policy, including increasing productivity, work flexibility and operational efficiency which can contribute to a balance between employees' work and personal lives, while overcoming challenges such as social isolation and setting clear working time limits.

Seeing technological developments and changes in people's lifestyles, especially in the digital era and the impact of the *Covid-19* pandemic, has encouraged research on the effectiveness of the Work from Anywhere concept. One of which is research conducted by Ni'mah and Pujianto (2023) entitled "Effectiveness of Work from Anywhere in the Digital Era". This research concluded that the concept of Work from Anywhere has great potential in increasing work effectiveness in the digital era. The *Covid-19* pandemic has accelerated the adoption of these working practices, with technology becoming more sophisticated and generations becoming more skilled at utilizing it. This research also highlights the importance of adaptability, understanding technology, and sustainable digital implementation in supporting employee performance. With the flexibility and ease of access that Work from Anywhere offers, it is hoped that this practice will continue to grow and become a more common option in the future, with the potential to increase the productivity and well-being of workers. By using descriptive methods and quantitative approaches. Researchers collected data from respondents aged 18-25 years who worked freelance in the Sidoarjo area. Simple linear regression analysis, T-test, and F-test were used to evaluate the influence of the effectiveness of Work from Anywhere in the digital era. The use of this method allows researchers to get a comprehensive picture of the relationship between the independent variable (effectiveness of Work from Anywhere) and the dependent variable (digital era) in the context of this research.

Furthermore, research conducted by Krajcik, Schmitd and Barath (2023) "Hybrid Work Model: An Approach to Work-Life Flexibility in a Changing Environment," research was conducted to explore employee preferences regarding Work from Home practices during the *COVID-19* pandemic and determine preferences. post-pandemic work arrangements in Slovakia and Kuwait. This study fills an empirical gap and provides missing information regarding post-pandemic work arrangement preferences. The hybrid work model allows employees to work from the office some days of the week and then Work from Home on other days, as well as offering flexibility within the workplace in terms of work space and working hours. However, there are significant limitations in this research regarding the experience of working from home during the pandemic which may not reflect the actual experience when conditions change after the pandemic subsides. Additionally, this research highlights the importance of deeper understanding of the reasons behind employee preferences for certain work models. Qualitative methods are needed to better understand why employees prefer certain work models. Nevertheless, this article provides valuable insights regarding the challenges and opportunities associated with implementing a hybrid work model for employers and employees based on shared preferences, in this study explaining that the term telework defines Work from Home or outside the

workplace and is a subcategory of the concept of work wider distance. Remote workers can work at an alternative location outside the default workplace, while teleworkers can work from any alternative workplace. The use of personal electronic devices is very important in doing work. Many companies have implemented Work from Home as a short-term solution to this crisis. Working from home is known as home-based telework, which includes alternative and temporary work arrangements. This term also refers to working in a home office. Home office is the name given to impromptu Work from Home or as a flexible benefit. Because there are no international statistical definitions for these terms, countries use slightly different and sometimes overlapping operational definitions. Therefore, for the purposes of this research, the terms remote work, telework, home office, and Work from Home (WFH) are used interchangeably. Hybrid work is a mix of traditional "in-office" work with "out-of-office" remote work or telework. This strategy gives employees the flexibility to work from the office or other remote locations outside their workplace.

In line with research conducted by Chen, Et all (2023) entitled "Working from Home And Subsequent Work Outcomes: Pre-Pandemic Evidence". This study aims to investigate the relationship between working from home (WFH) and subsequent work outcomes under non-pandemic circumstances. The research method used involves analyzing longitudinal data from samples that have high levels of WFH, including voluntary WFH. Data was collected before the *COVID-19* pandemic and a linear regression analysis was carried out to relate the frequency of WFH to future work outcomes, with adjustment for dependent variables and other covariates. The theory underlying this research is that WFH can have a positive impact on work outcomes, in line with previous findings in the literature. This study also highlights that workplace resources and worker characteristics can moderate the relationship between WFH and work outcomes. The results show that WFH is positively related to various work outcomes, such as productivity, engagement, and work happiness. This study provides a deeper understanding about the positive impact of working from home (WFH) on work outcomes, such as productivity, engagement and work happiness. Using a longitudinal approach and data from a sample who frequently or even completely Work from Home under non-pandemic conditions, this study shows that WFH for 5 days per week compared with never WFH is associated with less work disruption, greater perceived productivity/ engagement, and greater job satisfaction. Additionally, the study also highlights that long working hours, caring responsibilities, and a sense of meaningful work may reduce the benefits of WFH. This shows the importance of paying attention to these factors in designing effective work-from-home policies and practices. Thus, this research provides valuable insights for companies and organizations in understanding the impact of WFH on work outcomes, as well as potential factors that can moderate this relationship. By taking these findings into account, companies can develop better strategies to support employees working from home, both during and after the pandemic, to create a healthy, productive and satisfying work environment.

Strategies to support employees working from home cannot be separated from the distribution of technological infrastructure for digital workers. This is in line with research entitled "Work from Anywhere: Inequalities in Technology Infrastructure Distribution for Digit Workers" by Matli and Wamb (2023) which focuses on this. The author uses the workforce to embrace and use digital technology from home for work-related goals, as demonstrated by the Unified Theory of Acceptance and Use of Technology (UTAUT). Walter, et al in their research found that remote workers do not always have difficulty working from home, but what is a critical challenge is the Information and Communication Technology (ICT) infrastructure available in their respective areas of residence. The uneven distribution of ICT infrastructure can increase barriers to effective work-anywhere implementation for many people. Advances and acceptance of technology play an important role in getting the desired results or what is often called efficacy from implementing work from home. The theory used is the Unified Theory of Acceptance and Use of Technology (UTAUT) to understand the acceptance of technology by workers during the pandemic. The UTAUT theoretical model has been widely applied in several contexts, including mobile banking, e-commerce, entrepreneurship, e-government, education, and information retrieval. The digital divide is broadly categorized into three categories: ICT disparities, gaps in ICT access, and unequal exploitation of virtual spaces. Inequality in the form of gaps between developed, developing and underdeveloped countries is a worrying problem. Digital access inequality is a reality that requires multiple stakeholders to work together to facilitate access and find solutions to equip underserved communities. The adoption of technology has led to the automation of several business processes, especially those involved in services that provide information.

The *COVID-19* pandemic and related events pushed everyone into the digital era, whether people were ready for it or not. Advancements in ICT and internet connections play an important role in remote work settings. Governments and businesses must provide an environment and structure that supports remote work. Both private sector and government workers must hone their skills to make them more relevant in the digital and knowledge economy.

Based on research conducted by Itam and Warriar (2024) entitled "Future of Work From Everywhere: A Systematic Review", it is known that the trend in the way of working is changing to teleworking, working from home, and flexible work arrangements. The research presents a systematic literature review of work-from-anywhere (WFE) research from 1990 to early 2023 to understand the transformation of this field. The database used is Web of Science using a bibliometric and network analysis technique approach, including SPAR-4-SLR for the systematic literature review (SLR) method. The pandemic has shifted the job market towards remote work, making it an essential part of the modern workplace. Companies are now considering whether work-from-anywhere is the future of work. The study suggests that technological advances and flexible work arrangements are driving factors, while challenges such as work-life balance and mental health problems act as inhibiting factors. However, it also highlights the challenges that need to be overcome to make WFE sustainable and productive as well as the impact on employee wellbeing and organizational policies to support WFE.

In recent research by Zapata, Ibarra, and Blancher (2024) entitled "Engaging New Ways of Work: The Relevance of Flexibility and Digital Tools in A Post-Covid-19 Era" explores how the pandemic has disrupted traditional work practices and highlights the prevalence of work schemes from a flexible home and the use of digital communication tools. They argue that the sudden transition to remote work has made organizational coordination, decision-making processes, and productivity critical. They suggest that new work methods require the integration of workspace design, social interaction, and individual health. Organizations need to recognize the fundamental role of employee trust, commitment and morale in dealing with current and future changes. The authors conducted a survey to evaluate the organizational practices developed based on flexible schemes and the relevance of employee engagement for better productivity based on digital tools. Research finds that new work methods have improved significantly across organizations, promising employees better control over their work time, space, and greater autonomy. Research also highlights the importance of personalizing organizational practices to support individual wellbeing and flexible and hybrid working schemes. The authors suggest that hybrid work formats allow women to balance careers and childcare, thereby reducing the wage gap with men. Organizations need to create the best balance between physical and digital spaces. The future of work lies in personalized and engaging practices for superior productivity.

From the literature review above, it can be concluded that changes in the workplace landscape after *Covid-19* have strengthened the role of WFA as an important element in current work patterns. Various studies highlight the important role of organizational communication in facilitating work-life balance through WFA policies in the digital era. Starting from analysis of organizational culture transformation by Sukmana and Komalawati (2022) to understanding the effectiveness of digital communication in the digital era by Purnawati and Kurniawati (2023), as well as challenges in the distribution of technological infrastructure faced by digital workers as highlighted by Matli and Wamba (2023), each study provides references on how WFA policies can influence employees's work dynamics and personal lives. These findings provide a strong foundation for companies and organizations to develop effective communication strategies, equitable technology infrastructure, and supportive work practices for employees in the digital era. This literature review also illustrates the importance of organizational adaptation to these changes to create an inclusive, productive and sustainable work environment in the future.

When the *Covid-19* pandemic was over, the old work patterns at the Ministry of Finance were no longer used and several new work patterns began to be adapted as modern work patterns by implementing digital communication technology. The implementation of Work from Anywhere is part of the Ministry of Finance's strategic initiatives, including regulating employee work patterns that provide flexibility in work locations during certain periods by maximizing information and communication technology to increase and maintain employee productivity.

By implementing Working from Anywhere, not only does the way of work change, but the quality of work results must not decrease or be compromised. If you Work from Anywhere, it should be the same as working in the office. Trust between superiors and workers/employees is very important to

build in order to provide space for workers.

Even though it cannot be separated from domestic obstacles and disruptions that may arise when implementing Work from Anywhere, optimism regarding the implementation of this new way of working must still continue in order to achieve effectiveness, efficiency and work-life balance for employees.

This literature study was supported by Ministry of Communication and Information Technology of The Republic of Indonesia and Universitas Sumatera Utara. We thank our lecturer and colleagues from Universitas Sumatera Utara who provided insight and expertise that greatly assisted the literature study, with all of the interpretations/conclusions of this paper.

CONCLUSION

Work from Anywhere has become an important option for many organizations post the *Covid-19* pandemic, driven by advances in technology and the need for flexibility in the workplace. Digital Communication Technology plays a key role in supporting the implementation of Work from Anywhere, enabling employees to stay connected without having to be physically in the office location. This literature study highlights the importance of effective organizational communication in facilitating work-life balance through Work from Anywhere policies in the digital era. From the analysis of various studies, it was found that Work from Anywhere can increase productivity, work flexibility and operational efficiency, as well as supporting the balance between work life and personal life of employees.

Challenges faced in implementing Work from Anywhere include uneven distribution of technology infrastructure, signal interference in digital communications, and the need to improve digital literacy and interpersonal skills. However, with adaptability and the right understanding of technology, Work from Anywhere has great potential to increase work effectiveness in the digital era.

Thus, this literature study emphasizes the importance of developing effective communication strategies, equitable technological infrastructure, and supportive work practices for employees in the digital era. Through these efforts, it is hoped that organizations can create an inclusive, productive and sustainable work environment in the future.

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