

A PHENOMENOLOGICAL PERSPECTIVE ON HAPPINESS AT WORK AND WORK PRODUCTIVITY AMONG GERINDRA PARTY MEMBERS AT THE DPC TANAH LAUT REGENCY

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Abstract: This study aims to provide an in-depth understanding of the application of happiness at work among Gerindra Party members at the DPC Tanah Laut Regency. It seeks to explore the lived experiences of members regarding workplace happiness and to analyze whether its implementation influences their work productivity. Data were obtained from five key informants selected through snowball sampling, using passive participant observation, semi-structured interviews, and a combination of open- and closed-ended question instruments. This research prioritizes an emic perspective, emphasizing the perceptions and meanings expressed by the informants. The study adopts a phenomenological approach based on the framework developed by Miles and Huberman. The findings reveal that happiness at work contributes positively to the productivity, motivation, and organizational engagement of Gerindra Party members within the DPC Tanah Laut context.

Keywords: Happiness at Work, Work Productivity, Phenomenology, Political Party
