

**ANALYSIS OF FLEXIBLE WORKSPACE AS AN ADJUSTMENT OF
HYBRID WORKING MODEL**

(Case Study on GoWork Co-Working and Office Space)



UNDERGRADUATE THESIS

As a partial fulfillment of requirement for Undergraduate Degree in
Bakrie University

SANTY ALFINA ASMARANI RAHMAN

1171001057

**MANAGEMENT PROGRAM
FACULTY OF ECONOMICS AND SOCIAL SCIENCE
BAKRIE UNIVERSITY**

JAKARTA

2024

PANEL OF EXAMINERS APPROVAL SHEET

This Undergraduate Thesis is prepared and presented by:

Name : Santy Alfina Asmarani Rahman
NIM : 1171001057
Program : Management
Faculty : Economic and Social Science
Title : Analysis of Flexible Workspace
As an Adjustment of Hybrid
Working Model (Case Study on
GoWork Co-Working and Office
Space)

The Panel of Examiners declare that the Undergraduate Thesis that was submitted by Santy Alfina Asmarani Rahman majoring in Management from the Faculty of Economic and Social Study was assessed and approved to have passed the examination and presented to the Bakrie University School of Management in partial of the requirements for Bachelor Degree in Management

BOARD OF EXAMINERS

Supervisor : Ir. Aurino Rilman Adam Djamaris, M.M

Examiner 1 : Arief Bimantoro Suharko, Ph.D

Examiner 2 : Prof. M. Taufiq Amir, SE., MM., Ph.D

Approved at : Bakrie University

Date : 12/09/2024

Tanda digital by Aurino
Djamaris
The certificate is signed by Aurino
Djamaris, M.M., Ph.D.
Date: 2024.09.12 09:22:14
-0700

STATEMENT OF ORIGINALITY

I declare this Undergraduate Thesis entitled “**ANALYSIS OF FLEXIBLE WORKSPACE AS AN ADJUSTMENT OF HYBRID WORKING MODEL (Case Study on GoWork Co-Working and Office Space)**” is, to the best of my knowledge and belief, an original piece of work and all information in this study derived the work of other shad given an award by citing the name of the source author correctly

Name : Santy Alfina Asmarani Rahman

NIM : 1171001057

Signature : 

Date : 12 September 2024

PLAGIARISM DOCUMENT

1171001057_Santy Rahman.docx

Checked by :



ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes On

Exclude matches < 1%

Exclude bibliography On

**STATEMENT OF APPROVAL OF UNDERGRADUATE THESIS
FOR ACADEMIC PURPOSES**

As an academic community of Bakrie University, I who undersigned in below:

Name : Santy Alfina Asmarani Rahman
NIM : 1171001057
Program : Management
Thesis Type : Research Study

For the development of science, agreed to grant Bakrie University non-exclusive Royalty-Free Rights (non-exclusive, Royalty-Free Rights) for my undergraduate thesis, entitled:

Analysis of Flexible Workspace As an Adjustment of Hybrid Working Model
(Case Study on GoWork Co-Working and Office Space)

Consent for Intellectual Property Right, with the non-exclusive Royalty Free Rights, Bakrie University holsing rights to keep aver media/format, manage database, maintain and publish my final assignment as far as my name as author/creator and owner of copyright is mentioned.

Prepared in : Jakarta
Date : 2024
Stated By :



(Santy Alfina Asmarani Rahman)

ACKNOWLEDGEMENT

“Study while others are sleeping, Work while others are loafing, Prepare while others are playing & Dream while others are wishing. Don’t stop until you are proud”

The day has arrived, where I proudly presents my undergraduate thesis to finish, after spending a few months of inner conflicts and time struggle this thesis are possible. The greatest thankfulness are conveyed to Allah SWT first and foremost upon giving me blessings throughout author’s journey in completing this Undergraduate thesis entitled “Analysis of Flexible Workspace As an Adjustment of Hybrid Working Model” as partial fulfillment of the requirement for Bachelor Degree of Management in Bakrie University.

The author would like to give a direct appreciation to the following people who has been a great help for the authors to complete this thesis, their contribution and support are very meaningful, i.e:

1. It is a genuine pleasure to express my deep sense of gratitude to my Thesis Advisor Aurino Rilman Adam Djamaris, Ir., M.M. for his dedication and his responsibility throughout the preparation for this thesis.
2. It is my privilege to thank Ms. Grace Kumolontang and Gabriella Ajeng, Jr Area Managers of GoWork for being such a supportive mentor and help in completing my work. Her timely advice, guidance, and professionalism has led me to a very great extent to accomplish in both work and my study overall.
3. It is my greatest honor to thank Ms. Pradnya Cendani as my Hub Managers for GoWork Plaza Indonesia. A leading mentor, without her leadership, I wouldn’t be in the place of where I am today as a Senior Hub Associate.
4. My deepest gratitude to PT. Kolaborasi Global Sukses (GoWork) to all my colleagues; Hub Associate, Senior Hub Associate, Jr. Hub Managers, Hub Managers, Area Managers, IT Ops team, IT Product

team, Finance team, Facility & Real Estate Team, Marketing & Creative team, Community & Partnership, HR team, Sales Team, and C-levels for being such a good company support during my working thesis and throughout my career.

5. I thank profusely to Office Assistant GoWork Plaza Indonesia for their time and effort to everything that we've done. It is such a great honor to work together as a team.
6. My sincere gratitude also goes to my main family; My Mom: Letty Okto Gerhani, My Father: Sanwani Abdurrahman, My Sisters: Santy Rizqiya Rahman and Santy Laily Awliya Rahman, My Brother: Alfi Barka Rahman. For their love, prayers, caring, sacrifices for money supporting my education and preparing me for my future.
7. I owe a deep sense of thanking extravagantly to my college friend, Tania Agatha who has been there and being the one, Thank you for giving me advice and solutions throughout our university days.
8. I thank profusely to all my high school friends for keeping me up the friendship that we've gone through. Marsa Elma, Shara Octaviani, Raihani Maulidia, Diah Hangesti, Arinidhiya Fediani, Serena Alqorina, Liana Saputri, Keisya Nandianda.
9. My thanks and love to my best friend at work Keisya Nandianda, Maria Ulfa and to my Virtual Office team champions for an endless karaoke night to release any stress and obstacle that we faced. I love you guys.
10. I would like to give my gratitude and heartfelt to my nieces; Aufa Lubna, Athira Naimi Faradiba and Binar Sabia Alina Putri.
11. I thank profusely to all Bakrie University Departments for their kind help and cooperation throughout my studies period.
12. I also place on record, my sense of gratitude to one and all that directly or indirectly, have lent their help in this thesis.

Jakarta, 2024

Santy Alfina Asmarani Rahman

TABLE OF CONTENT

ANALYSIS OF FLEXIBLE WORKSPACE AS AN ADJUSTMENT OF HYBRID WORKING MODEL..... 1

PANEL OF EXAMINERS APPROVAL SHEET..... i

STATEMENT OF ORIGINALITY ii

PLAGIARISM DOCUMENT iii

STATEMENT OF APPROVAL OF UNDERGRADUATE THESIS..... iv

ACKNOWLEDGEMENT v

TABLE OF CONTENT..... vii

LIST OF FIGURES ix

LIST OF TABLE x

ABSTRACT xi

CHAPTER I INTRODUCTION..... 1

1.1 Background..... 1

1.2 Identification of Problems 4

1.3 Problem Formulations 5

1.4 Research Objective..... 5

1.5 Benefit Research 5

CHAPTER II LITERATURE REVIEW 7

2.1 Flexible Workspace 7

 2.1.1 Conceptualizing Workplace Flexibility 8

 2.1.2 The Current Practice of Flexible Workspace..... 10

 2.1.3 GoWork CoWorking and Office Space (Flexible Workspace) 10

 2.1.4 The Current Standard of Flexible Workspace 12

2.2 Hybrid Working Model 12

 2.2.1 Remote Work as the Uneven Trend and Existing Model of Work 13

 2.2.2 Hybrid Workplace Criteria 14

 2.2.3 Design of Hybrid Work Model 15

2.3 Framework..... 17

CHAPTER III RESEARCH METHODOLOGY 18

3.1 Research Types and Approaches 18

3.2 Data Collection 18

 3.2.1 Research Location and Time 18

 3.2.2 Participant Observation..... 18

 3.2.3 Informant..... 19

3.3 Data Sources	19
3.3.1 Primary Data	20
3.3.2 Secondary Data	20
3.4 Data Collection Technique	20
3.4.1 Interview	20
3.4.2 Observation	20
3.5 Analysis Method	21
3.6 Data Validity.....	22
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....	23
4.1 General View of Research Object.....	23
4.1.1 GoWork CoWorking & Office Space Profile	23
4.2 Sources Profile.....	24
4.3 Research Findings	25
4.3.1 Thematic Conceptualization	25
4.3.2 Coding and Categorization	30
4.4 Descriptive Analysis on GoWork’s Role of Flexibility to Adjust Hybrid Working Model.....	31
4.5 Discussion of Research Findings Based on Literature Review	40
CHAPTER V CONCLUSION AND SUGGESTION	46
5.1 Conclusion.....	46
5.2 Implication for Managerial and Business Owners.....	48
APPENDIX.....	51

LIST OF FIGURES

Figure 1. 1 Percentage of Respondents Working Status	1
Figure 1. 2 Working From Home Percentage	3
Figure 1. 3 Hybrid Working Stage	4
Figure 2. 1 Workplace Flexibility Conceptualization	9
Figure 2. 2 Designing Hybrid Work Model	16
Figure 2. 3 Framework	17

LIST OF TABLE

4.2 Informants and Triangulators Profile 1	24
4.4 Table Summary Findings on Interview 1	40
4.5 Table Summary Literature Connection 1	42
5.2 Table Summary of Implications 1	50

**ANALYSIS OF FLEXIBLE WORKSPACE AS AN ADJUSTMENT OF
HYBRID WORKING MODEL**

(Case Study on GoWork Co-Working and Office Space)

Santy Alfina Asmarani Rahman

ABSTRACT

Purpose Pandemic situation has impacted organizations, businesses, and individuals seeking “the new normal” as a result of radical change. Organizations have expressed their intention to downsize their office space as well as provide blended Working From Home (WFH) conditions. A substantial shift to work from home implementation has shown how to reimagine a corporate work gets done, as well as where the work takes place. WFH or teleworking can still be done in pure or hybrid forms by businesses or individuals. Assumption of ‘office spaces are dead’ are in contrast to ‘office spaces are still needed’ and creating a hybrid working style is a common consideration. The purpose of this study was aimed to analyze flexible workspace as an adjustment of hybrid working model in GoWork Co-Working Office Space

Design This research uses qualitative research method where to obtain the primary data used semi-structured interview method. Researchers interviewed Hub Managers and Jr Area Managers representing GoWork Co-Working and Office Space. Members and Clients of GoWork and External clients of GoWork.

Keywords *Flexible workspace, CoWorking, Hybrid Working, WFH, GoWork*