

## ABSTRAK

Tesis ini disusun guna mengetahui pengaruh dari variabel kompetensi, pelatihan, dan motivasi terhadap kinerja reporter di PT Shandhika Widya Cinema. Metode yang digunakan dalam penelitian ini adalah analisis deskriptif dengan teknik pengumpulan data melalui studi pustaka dan observasi dengan pengambilan sampel melalui kuesioner. Lingkungan dan populasi dari penelitian ini adalah 76 reporter anggota redaksi PT Shandhika Widya Cinema. Dari hasil penelitian diketahui bahwa kompetensi dan pelatihan berpengaruh positif, signifikan, dan cukup kuat, terhadap kinerja reporter. Peningkatan kinerja reporter dipengaruhi oleh peningkatan kualitas kompetensi kewartawanan dan program pelatihan teknis jurnalistik secara kontinyu dan terfokus pada dimensi kecakapan teknis jurnalistik, kemampuan konseptual, ilmu komunikasi, dan perilaku individual reporter. Fokus pelatihan pada teknis jurnalistik, kemampuan konseptual, ilmu komunikasi, dan perilaku reporter akan meningkatkan prestasi kerja, loyalitas, dan dedikasi reporter, sehingga kinerja semakin meningkat.

Kata kunci: Kompetensi, Pelatihan, Motivasi, Kinerja



## **ABSTRACT**

*This paper is structured in order to determine the effect of competency, training, and motivation on the performance of the reporter at PT Shandhika Widya Cinema. The research method that being used is a descriptive analysis with collecting data through literature study and observation using a questionnaire technique. Environment and population of this research is 76 reporters of PT Shandhika Widya Cinema. The survey results revealed that variables of competency and training have a positive, significant, and strong effect, to the performance of the reporters. The effort to increase the performance of the reporter needs to improve their competencies through continuous, technical training, focused on the journalistic techniques, conceptual skills, ability to communicate, and behavior. The development and technical training focus on journalism, conceptual ability, communication, and behavior reporter will improve work performance, loyalty, and dedication reporter, thus increasing the performance of the company.*

*Keywords: Competency, Training, Motivation, Performance*



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