

ABSTRACT

As per condition in television industry very tight competition, dynamic, and problem complexity, we can see after reformation in 1997, television industry grow up from only few television station, to become 11 television station such as PT. Cipta TPI, RCTI, SCTV, ANTEVE, Metro Teve, TvOne, GlobalTV, IVM (Indosiar Visual Mandiri), TransTV, Trans7, and TVRI (Television of Republic Indonesia).

Meanwhile for local television in this time the total about 30 station such as : Bali Teve, Banjarmasin Teve, Bandung Teve, Cakra Teve, CTC Bandung, CTVB Jakarta, DAAI Teve Jakarta, DeliTV Medan, DewataTV Denpasar, DutaTV Banjarmasin, ElshintaTV Jakarta and Surabaya, MegaswaraTV Jakarta, MKTV Makassar, O'ChannelTV Jakarta, PalembangTV, ProTV Semarang, Pasundang TV Bandung, RBTV Yogyakarta, SBOTV Surabaya, STOON TV Bandung, Jakarta, Medan, Surabaya, SundaTV Bandung, SriwijayaTV Palembang, TATV Yogyakarta, TuguTV Yogyakarta, TVBR Semarang, TVku Semarang, TVRI2 Jakarta and Surabaya.

The research want to see alignment between human resource management development for this time and 3 years in the future., within focus at training, development, and empowering. The method use is qualitative research for processing data.

From the research and data analyze, we can find that with the training and development and empowering by systematic and well planned, we can develop high performance employees and then some of the with standard performance involved to assignment and project base in Production Division.

The design in Human resource development area is formulated to increase organization as the whole, especially for developing employee to more become viewer orientation, strong leadership, global perspective and multi skill.