

ABSTRACT

This research analyzes the Study of the Relationship between the Change of U Logo, Communications Model and Employee Creativity and Performance at Non Soapy Detergent Factory in Cikarangi. This research refers to the decrease of employee company performance after the end of the transition period from the perspective of perception, the change of U logo, Communications Model, and employee creativity. The arising issue is how to maintain and increase employee performance. This research is a descriptive explanatory research with a research population of 47 employees who began employment in 1979 and continued up to 2006, the period prior to the change from the old U Logo to the new. Data Analysis of sample numbers employs statistical analysis, description in the form of frequency, median presentage, mean scores, cross tabulation, and inferential statistical analysis, using correlation matrix coefficient testing. Results of the research demonstrated the change to the new U Logo to be related to Communications Model had significant relation 0,290 ($p < 0,01$). The new U Logo is related to Creativity but not directly related to Employee Performance. From the presence of a tangible connection from the viewpoint had significant relation 0,264 ($p < 0,01$), Communications Model and Creativity are related to Employee Performance. Meanwhile, the results of partial correlation study exhibit a very tangible relationship had significant relation -0,212 ($p < 0,01$) that Creativity does not have a positive relationship with employee Performance.

Keywords: logo, communications model, creativity, performance

ABSTRAK

Penelitian ini menganalisis Studi Hubungan antara Perubahan Logo U, Model Komunikasi, Kreatif dan Kinerja karyawan di Pabrik *Non Soapy Detergent* Cikarang. Penelitian merujuk pada penurunan tingkat kinerja karyawan setelah masa transisi berakhir dilihat dari persepsi, perubahan logo U, Model Komunikasi, dan Kreativitas karyawan. Permasalahan yang muncul adalah bagaimana mempertahankan dan meningkatkan kinerja karyawan. Penelitian ini merupakan jenis penelitian *descriptive explanatory research* dengan populasi penelitian sebanyak 47 orang karyawan yang bekerja mulai tahun 1979 sampai dengan tahun 2006 masa sebelum pergantian Logo U lama menjadi Logo U baru. Jumlah sampel Analisis Data menggunakan analisis statistik, deskriptif berupa frekuensi, presentasi median, rata-rata skor, tabulasi silang dan analisis statistik inferensial, menggunakan uji koefisien matriks korelasi. Hasil penelitian menunjukkan terjadinya perubahan Logo U baru memiliki hubungan dengan Model Komunikasi nilai koefisien korelasi *rank* Spearman 0,290 ($p < 0,01$), Logo U baru memiliki hubungan dengan Kreatif, Logo U baru tidak mempunyai hubungan langsung dengan Kinerja karyawan. Adanya hubungan yang nyata jika dilihat dari nilai koefisien korelasi *rank* Spearman 0,264 ($p < 0,01$) Model Komunikasi dan Kreatif mempunyai hubungan terhadap Kinerja karyawan. Sedangkan hasil penelitian korelasi parsial menunjukkan bahwa ada hubungan yang sangat nyata dari nilai koefisien korelasi *rank* Spearman -0,212 ($p < 0,01$) Kreatif tidak mempunyai hubungan positif dengan kinerja karyawan.

Kata-kata kunci: logo, model komunikasi, kreatif , kinerja