

ABSTRACT

Communication within the company is playing an increasing role in the business environment for companies in the task of securing the company's image. Thanks to adequate safeguards image (image) will develop into a company's reputation. Thus, communication is very important in improving the company's reputation. One form of relationships in Public Relations that governs the relationship between the company and its employees is the Employee communications. Employee communications are conducted, among others, to create a form of relationship or a good two-way communication between management and employees in an effort to foster cooperation and harmonious relationship between the two. In other words, employee communications aims to achieve mutual understanding (mutual understanding), cooperation (relationship) and loyalty among the management by employees. Activities employee communications that take place in the organization will have a direct impact on the climate of communication within the organization. Communication climate in which there are communications that are the result of employee perceptions of communication activities that take place within the company. Companies that are able to communicate effectively employees can have an impact on increasing the achievement of organizational goals, there was an increase in their dealings with consumers, communities, and investors. Thus creating a good corporate image and affect the reputation of the company, the purpose of this study is to describe and analyze how the application of employee communication in an effort to reduce employee turnover and build a reputation by digging deeper into all aspects caused by the activity of employee communication companies in the TRAC-Astra Rent a Car. The results of the study (1).The company has been managing employee with a good communication, through effective employee communication is expected that employees can become ambassadors to convey a good corporate image. In this case the company trying to create a good relationship with the employees that provide structured training, documented, and have an evaluation process in order to improve employee skills and support the company's operations, (2) The company's efforts to establish communication with employees that have an impact on employee turnover has been done by the company , The decrease in employees into its own problems by the company so that the company seeks to manage employee communication is focused to address employee turnover. The efforts made by the company have yielded visible results from the increase in the workforce in 2015 which showed turnover of employees has decreased, and (3) Employee communication that has been done by the company may build a company's reputation. Improvement occurred at the company's reputation has been evident from the many awards received by the company, the following awards received by TRAC-Astra Rent a Car.

Keywords: Employee Communication, Employee Turnover, Corporate Reputation, Corporate Communications and Public Relations.

ABSTRAK

Komunikasi dalam perusahaan memainkan peran yang semakin besar dalam lingkungan bisnis karena tugas perusahaan dalam mengamankan citra perusahaan. Berkat pengamanan yang memadai *image* (citra) akan berkembang menjadi reputasi perusahaan. Salah satu bentuk hubungan dalam *Public Relations* yang mengatur hubungan antara perusahaan dan para

karyawannya adalah *Employee communications*. *Employee communications* dilakukan antara lain adalah untuk menciptakan bentuk hubungan atau komunikasi dua arah yang baik antara pihak manajemen dengan para karyawannya yang bertujuan untuk mencapai saling pengertian (*mutual understanding*), kerjasama (*relationship*) serta loyalita. Perusahaan yang mampu melakukan komunikasi karyawan secara efektif dapat berdampak terhadap meningkatnya pencapaian tujuan organisasi, terjadi peningkatan dalam berhubungan dengan konsumen, komunitas, dan investor. Sehingga menciptakan *image* perusahaan yang baik dan berdampak terhadap reputasi perusahaan.

Tujuan dari penelitian ini yaitu menguraikan dan menganalisis bagaimana penerapan *employee communication* sebagai upaya dalam mengurangi *turnover* karyawan dan meningkatkan reputasi dengan menggali lebih dalam tentang semua aspek yang ditimbulkan oleh aktivitas *employee communication* perusahaan pada TRAC-Astra Rent a Car. Hasil penelitian (1) Perusahaan telah mengelola *employee communication* dengan baik, melalui *employee communication* yang efektif diharapkan para karyawan dapat menjadi duta untuk menyampaikan *image* perusahaan yang baik. Dalam hal ini perusahaan berusaha menciptakan hubungan yang baik dengan karyawan yaitu memberikan pelatihan yang terstruktur, terdokumentasi, dan memiliki proses evaluasi demi peningkatan keahlian karyawan dan mendukung operasional perusahaan, (2) Upaya perusahaan menjalin komunikasi dengan karyawan sehingga berdampak terhadap *turnover* karyawan telah dilakukan oleh perusahaan. Upaya yang dilakukan oleh perusahaan telah membuahkan hasil yang terlihat dari peningkatan tenaga kerja pada tahun 2015 yang menunjukkan *turnover* karyawan telah mengalami penurunan, dan (3) *Employee communication* yang telah dilakukan oleh perusahaan dapat membangun reputasi perusahaan. Peningkatan reputasi telah terjadi pada perusahaan terlihat dari banyaknya penghargaan yang diterima oleh TRAC-Astra Rent a Car.

Kata kunci: *Employee Communication*, *Turnover* Karyawan, Reputasi Perusahaan, dan *Corporate Communication*.

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