

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengembangan manajemen pelatihan bagi karyawan dan agen serta model *roadmap* pelatihan dan pengembangan sumber daya manusia dalam meningkatkan keunggulan bersaing di Asuransi Jiwa Lokal. Paradigma dalam pelaksanaan penelitian ini menggunakan paradigma fenomenologi kualitatif. Penelitian ini menggunakan metode kualitatif dengan jenis penelitian studi kasus. Data primer diperoleh dari informasi dan pengalaman faktual informan dengan menggunakan wawancara terstruktur melalui wawancara mendalam dan diskusi kelompok terfokus. Hasil penelitian menemukan bahwa perusahaan asuransi jiwa lokal ini belum melakukan pelatihan manajemen dan pengembangan karyawan. HRD tidak mampu merumuskan pola pengembangan karyawan. Perusahaan ini perlu melakukan evaluasi yang komprehensif terhadap sistem manajemen pelatihan dan pengembangan karyawan. Pelatihan dan Pengembangan Agen sudah memiliki dan menerapkan manajemen pelatihan

Kata Kunci: Management and Road Map Training, Training Curriculum, People Development, Agency Training and Development, HRD, Competitive Advantage



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ABSTRACT

This study aims to analyze the development of training management for employees and agents as well as a training roadmap model and human resource development in increasing competitive advantage in Local Life Insurance. The paradigm in the implementation of this research uses a qualitative phenomenological paradigm as a reference, pattern and framework that starts from empirical generalizations or empirical generalizations on the growth and development of social reality. This research uses qualitative methods with the type of case study research. Primary data were obtained from information and factual experiences of informants using structured interviews through In-depth interviews and focus group discussions. The results of the study found that this local life insurance company did not yet have training management and employee development. HRD is not able to formulate employee development patterns. This company needs to conduct a comprehensive evaluation of the occurrence of a vacancy in the management system for employee training and development. The results of the study also show management's neglect when there is a vacancy of the people development function by the company's HRD. Agency Training & Development already owns and implements Agent training management

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