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Strategi Komunikasi Perusahaan *Edtech* Indonesia Dalam Membina Loyalitas Karyawan *Outsourcing*

Bibliografi: 5 Bab 87 Hal + Lampiran + 18 Buku + 10 Jurnal + 4 Internet

Abstrak

Strategi komunikasi sangatlah penting dilakukan oleh setiap perusahaan terlebih bagi karyawan divisi *direct sales* yang sudah diakui memberikan profit besar bagi perusahaan. Tetapi, berbanding terbalik dengan angka turnover yang terjadi pada divisi ini, sehingga peneliti ingin mengetahui apakah strategi komunikasi perusahaan *edtech* Indonesia sudah baik diterapkan atau belum.

Pada penelitian ini, peneliti mendalami dengan mencari tahu strategi komunikasi yang seperti apa yang digunakan oleh perusahaan *edtech* Indonesia dalam membina loyalitas karyawan *outsourcing*

Rujukan penelitian ini dari buku yang berjudul *Techniques for Effective Communication* rancangan R. Wayne Pace dan M. Dallas Burnet menyatakan bahwa tujuan sentral dari strategi komunikasi terdiri *To secure understanding, To establish acceptance, To motivate action.*

Tipe penelitian yang digunakan dalam penelitian ini adalah deskriptif dan metode penelitian kualitatif dengan pendekatan studi kasus. Paradigma penelitian yang digunakan *post-positivisme*. Teknik pengumpulan data yang digunakan dalam penelitian ini dengan wawancara mendalam terhadap 4 narasumber (2 narasumber dari manajemen perusahaan *edtech* Indonesia dan 2 karyawan *outsourcing* yang sudah bekerja untuk Quipper 4 tahun dan 6 bulan).

Berdasarkan hasil penelitian menunjukkan bahwa strategi komunikasi perusahaan *edtech* Indonesia sudah cukup baik dilakukan untuk membina loyalitas karyawan *outsourcing*nya. Angka *turnover* yang cukup tinggi diketahui dikarenakan tugas dan tanggung jawab *divisi direct sales* yang cukup berat

Kata kunci : *strategi komunikasi, loyalitas.*



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Communication Strategy of Indonesia Edtech Company in Developing
Outsourcing Employee Loyalty

Bibliografi: 5 Bab 87 Pages + Attachments + 18 Books + 10 Journals + 4 Internets

ABSTRACT

Communication strategy is very important to be carried out by every company, especially for direct sales division employees who have been recognized to provide large profits for the company. However, it is inversely proportional to the turnover rates that occur in this division, so researchers want to find out whether the communication strategy of Indonesian edtech companies has been well implemented or not.

In this research, researchers explore by finding out what kind of communication strategies used by Indonesian edtech companies in fostering employee loyalty in outsourcing.

The references of this research from a book entitled Techniques for Effective Communication by R. Wayne Pace, Brent D Paterson and M. Dallas Burnet stated that the central objective of the communication strategy consist of to secure understanding, to establish acceptance and to motivate action.

The type of this research is descriptive and qualitative research methods with a case study approach. The research paradigm used is post-positivism. Data collection techniques used in this study with in-depth interviews with 4 speakers (2 speakers from the management of the Indonesian edtech company and 2 outsourcing employees who have worked in this company for 4 years and 6 months)

Based on the results of this research showed that the communication strategy in the Indonesian edtech company was quite well done to foster the loyalty of outsourcing employees. The high turnover rate in known to be due to the heavy duties of the direct sales division

Keywords: *Strategy Communication, Loyalty, Employee Engagement*