

ABSTRAK

Persaingan bisnis menuntut perusahaan untuk dapat mengembangkan sumber daya manusia yang dimiliki melalui indikator *coaching* dan *mentoring* guna menunjang kinerja Tung Desem Waringin (TDW) Grup. Melalui jenis penelitian kualitatif dengan metode triangulasi, proses analisa data menggunakan NVivo. Hasil akhir penelitian ini menemukan menanamkan budaya organisasi diutamakan indikator *coaching* dan *mentoring* sehingga dapat meningkatkan kinerja.

Kata kunci: budaya kerja, kinerja, *coaching*, *mentoring*



ABSTRACT

Competition among business demands that a company could develop its human capital. Tung Desem Waringin (TDW) Group through its coaching and mentoring shows this indicators. The research is qualitative based with a triangulation methodology analysis data processing with NVivo. The outcome shows that corporate culture especially the indicators of coaching and mentoring can develop performance.

Key Word: corporate culture, performance, coaching, mentoring

