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Aktivitas Employee Relations Dalam Membangun Motivasi Kerja Karyawan PT
Trinity Optima Production
Bibliografi : 15 buku + 10 jurnal , 2002 – 2018

ABSTRAK

Karyawan merupakan stakeholder internal perusahaan. Peran nya yang sangat penting sehingga dibutuhkan motivasi kerja karyawan untuk mencapai tujuan perusahaan. Untuk menciptakan motivasi kerja tersebut maka harus menciptakan suasana kerja yang baik dan mendukung karyawan mencapai tujuan perusahaan melalui aktivitas employee relations. Tujuan dari penelitian ini adalah Mengetahui aktivitas *employee relations* dalam membangun motivasi kerja karyawan PT Trinity Optima Production.

Konsep yang digunakan pada penelitian ini adalah aktivitas *employee relations* Rosady Ruslan dalam buku manajemen public relations dan media komunikasi, konsepsi dan aplikasi. Penelitian ini menggunakan paradigma post positivisme dan metode penelitian kualitatif. Pengumpulan datanya dengan wawancara mendalam (*indepth interview*). Peneliti menggunakan Analisa data triangulasi.

Hasil penelitian ini menjelaskan bahwa aktivitas *employee relations* yang ada di PT Trinity Optima Production terdiri dari program Pendidikan dan pelatihan, program motivasi kerja berprestas, program penghargaan, program acara khusus dan program media komunikasi internal. Dari semua program aktivitas *employee relations* yang ada di PT Trinity Optima Production, program motivasi kerja berprestasi untuk pergi outing ke luar negeri menjadi motivasi para karyawan untuk mencapai target dan memenuhi kriteria dalam penilaian *performance evaluations*.

Kata kunci : Employee relations, motivasi, karyawan.



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Employee Relations Activities in Building Work Motivation of PT Employees
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ABSTRACT

Employees are internal stakeholders of the company. Its role is very important so that it takes employee work motivation to achieve company goals. To create this work motivation, it must create a good working atmosphere and support employees to achieve company goals through employee relations activities. The purpose of this research is to know the activities of *employee relations* in building the work motivation of employees of PT Trinity Optima Production.

The concept used in this study is the activity of *employee relations* Rosady Ruslan in the book management public relations and communication media, conception and application. This research uses the post-positivism paradigm and qualitative research methods. Data collection with *indepth interviews*. Researchers used triangulation data analysis.

The results of this study explain that *employee relations* activities at PT Trinity Optima Production consist of education and training programs, prestigious work motivation programs, award programs, special event programs and internal communication media programs. Of all the *employee relations* activity programs at PT Trinity Optima Production, the outstanding work motivation program to go outing abroad is the motivation for employees to achieve targets and meet the criteria in the performance *evaluations* assessment.

Keywords: Employee relations, motivation, employee.