

## ABSTRAK

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Program Studi : Ilmu Komunikasi  
Judul Laporan Skripsi : Implementasi *Employee Relations* PT. Sunstar Engineering Indonesia Pasca Perubahan Serikat Pekerja (Studi Kasus Pasca Perubahan dari Federasi Serikat Pekerja Menjadi Serikat Pekerja Mandiri)  
Pembimbing : Dr.Hj. Ispawati Asri, MM.  
Bibliografi: 5 Bab + 79 Hal + Lampiran + 16 Buku + 1 Internet

Pasca perubahan serikat pekerja di PT. Sunstar Engineering Indonesia dari yang berafiliasi ke Federasi Serikat Pekerja Metal Indonesia (FSPMI) menjadi serikat pekerja mandiri, yaitu Serikat Pekerja Mandiri Sunstar (SPMS), tentunya terdapat perbedaan dalam hubungan industrial dan implementasi *employee relations*. Maka tujuan penelitian ini untuk mengetahui implementasi *employee relations* PT. Sunstar Engineering Indonesia pasca perubahan serikat pekerja.

*Employee relations* merupakan salah satu upaya perusahaan untuk menjalin hubungan yang baik dengan publik internal yaitu seluruh karyawan di perusahaan, melalui kegiatan *employee relations*. Kegiatan *employee relations* merupakan bagian dari kegiatan internal *public relations*. Peran *public relations* di PT. Sunstar Engineering Indonesia saat ini diwakili oleh departemen *Human Resources and General Affairs* (HR-GA) dan organisasi serikat pekerja.

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan menggunakan metode studi kasus melalui wawancara secara mendalam (*in depth interview*) dengan pengurus SPMS dan *staff* HR-GA serta observasi.

Hasil penelitian menunjukkan bahwa kegiatan *employee relations* meliputi program pendidikan dan pelatihan, program motivasi kerja berprestasi, program penghargaan atau *reward*, *special events*/acara khusus dan program media komunikasi internal terlaksana dalam bentuk kegiatan yang beragam.

Kesimpulannya kegiatan *employee relations* di PT. Sunstar Engineering Indonesia terlaksana seiring dengan berkembangnya teknologi komunikasi serta berkembangnya kegiatan yang dibuat sesuai dengan kebutuhan dan keinginan karyawan. Lalu organisasi SPMS memiliki peran sebagai pendukung serta pelaksana jalannya kegiatan *employee relations* sedangkan departemen HR-GA lebih berperan sebagai koordinator antara manajemen, organisasi SPMS dan karyawan.

**Kata Kunci:** *Employee Relations*, Serikat Pekerja

## ABSTRACT

Name : Kinanti Adinda Putri Hanifah  
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Study Program : Communication Science  
Title Internship Report : The Implementation of Employee Relations PT. Sunstar Engineering Indonesia Post Change of Trade Union (Case Study Post Change from Federation of Trade Unions to Independent Trade Unions)  
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Bibliografi: 5 Chapters + 79 Pages + Attachments + 16 Books + 1 Internet

Post trade union change at PT. Sunstar Engineering Indonesia from affiliated to the Federasi Serikat Pekerja Metal Indonesia (FSPMI) to become an independent trade union, namely Serikat Pekerja Mandiri Sunstar (SPMS), of course there are differences in industrial relations and the implementation of employee relations. So the purpose of this research is to determine the implementation of employee relations at PT. Sunstar Engineering Indonesia post trade union change.

Employee relations is one of the company's efforts to establish good relations with the internal public, that is all employees in the company, through employee relations activities. Employee relations activities are part of internal public relations activities. The role of public relations at PT. Sunstar Engineering Indonesia is currently represented by the Human Resources and General Affairs (HR-GA) department and a trade union organization.

The approach used in this research is a qualitative, using the case study method through in-depth interviews with SPMS management and HR-GA staff also observation.

The results show that employee relations activities include education and training programs, achievement motivation programs, reward programs, special events and internal communication media programs carried out in various forms.

The conclusion is employee relations activities at PT. Sunstar Engineering Indonesia was carried out along with the development of communication technology and the development of activities made according to the needs and desires of employees. Then the SPMS organization has a role as a supporter and executor of employee relations activities, while the HR-GA department acts more as a coordinator between management, the SPMS organization and employees.

**Keywords:** Employee Relations, Trade Union