

ABSTRAK

Nama : Siti Noer Aliyah
NIM : 44218110100
Program Studi : Ilmu Komunikasi
Judul Laporan Skripsi : Implementasi Program Employee Relations dalam menciptakan Iklim komunikasi di Swiss-BelHotel Jakarta Airport
Pembimbing : Suryaning Hayati, SE, MM, M.Ikom

Employee relations merupakan kegiatan internal perusahaan yang berorientasi pada kepentingan karyawan. Hakikatnya, penerapan kegiatan employee relations yang baik akan mampu menciptakan iklim komunikasi internal yang kondusif. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan kegiatan employee relations pada Swiss-belHotel Jakarta Airport dan mengetahui bagaimana iklim komunikasi internal yang terbentuk selama periode terakhir.

Dalam penelitian ini penulis menggunakan metode deskriptif kualitatif, hal yang dimaksudkan guna mendeskripsikan dan memberikan gambaran yang jelas mengenai program employee relations yang diterapkan untuk menciptakan iklim komunikasi kondusif dalam internal perusahaan. Adapun teknik pengumpulan data yang digunakan dalam penelitian ini adalah melalui wawancara, observasi dan dokumentasi.

Dari hasil penelitian menunjukkan bahwa penerapan kegiatan employee relations diantaranya program General Staff Meeting, Employee of the Month, dan Staff Outing sudah terlaksana sesuai standar operasional dan didukung komunikasi internal yang sifatnya dua arah mampu membentuk iklim komunikasi yang kondusif, dilihat dari karakter komunikasi yang suportif, adanya kepercayaan, keterbukaan, partisipasi dalam mengambil keputusan dan tujuan berkinerja tinggi antar publik internal perusahaan.

Kata Kunci : Employee relations, komunikasi internal, iklim komunikasi.

ABSTRACT

Name : Siti Noer Aliyah
NIM : 44218110100
Study Program : Communication Science
Title Internship Report : The Implementioan of Employee Relations Program
in Creating a Comunication Climate in Swiss-
belHotel Jakarta Airport
Counsellor : Suryaning Hayati, SE, MM, M.Ikom

Employee relations was the internal oriented private company employees. On interests, the application of the employee relations good will create climate internal communication conducive. This study attempts to see how the application of the employee relations at Swiss-belHotel Jakarta Airport and knowing how climate internal communication formed during the new period.

In this research, writer use a qualitative descriptive, things intended to describe and to provide a clear about the program employee relations applied to create a communication conducive for internal Company. Technique of collecting data which used in this research was through interviews, observation and documentation.

The research showing that the adoption of activities employee relations are general staff meeting program, Employee of the Month program, and a special occasion has been done according to standard operational and supported communication internal which are two directions capable of forming climate communication that is conducive seen from character communication supportive, absence of confidence, openness, participation in make the decision and the purpose of performing high between public internal the company.

Key words : *Employee Relations, internal communications, communications climate.*