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Aktivitas Employee Relations dalam Menciptakan Loyalitas Karyawan di PT. Bahana Prestasi
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ABSTRAK

Loyalitas karyawan dapat diciptakan salah satunya melalui kegiatan internal humas yaitu hubungan karyawan (*employee relations*). Penelitian ini bertujuan untuk mengetahui aktivitas *employee relations* di PT. Bahana Prestasi dalam menciptakan loyalitas karyawan. Penelitian ini menggunakan paradigma konstruktivis, pendekatan kualitatif dan bersifat deskriptif. Metode pengumpulan data dengan wawancara dengan empat informan internal PT. Bahana Prestasi dan melakukan studi pustaka.

Aktivitas *employee relations* yang telah dilakukan menurut penjabaran Rosady Ruslan melalui program pendidikan dan pelatihan, program motivasi kerja berprestasi, program penghargaan, program acara khusus, dan program media komunikasi internal. Hasil penelitian ini menunjukkan bahwa aktivitas *employee relations* di PT. Bahana Prestasi telah dilakukan untuk menciptakan loyalitas karyawannya.

Kata kunci :

Hubungan karyawan, internal public relations, loyalitas karyawan



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*Employee Relations' Activities of PT. Bahana Prestasi to Creating Employee Loyalty
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ABSTRACT

Employee loyalty can be created from the activity if internal public relations which is the existence of employee relations' activities. This study aims to recognize the applications of employee relations' activities in PT. Bahana Prestasi to creating employee loyalty. This study uses constructivist and descriptive qualitative approached. Data collections used are interviewing four keys informant and library research.

These employee relations' activities are according to Rosady Ruslan which are scholarship and training program, work motivation program, reward program, special events program, and internal media communication program. This research shows that the employee relations' activities in PT. Bahana Prestasi has been on progress to creating employee loyalty.

Key words :

Employee relations, internal public relations, employee loyalty