

## ABSTRAK

Nama : Santi Yuliana  
NIM : 201552130  
Program Studi : Ilmu Komunikasi  
Konsentrasi : Hubungan Masyarakat  
Judul : Hubungan Frekuensi Mengikuti Kegiatan *Employee Relations* dengan Keakraban antar Karyawan di PT. Surya Pertiwi TBK.  
Kata Kunci : Frekuensi, *Employee Relations*, Keakraban

Penelitian ini bertujuan untuk mengetahui hubungan frekuensi mengikuti kegiatan *employee relations* dengan keakraban antar karyawan. Penelitian ini merupakan penelitian kuantitatif dengan tujuan deskriptif korelasional. Metode yang digunakan adalah survey dan teknik pengumpulan data menggunakan kuesioner. Hasil penelitian menunjukkan mayoritas (97,9%) responden pernah mengikuti kegiatan *Employee Relations*. Lebih separuh (51,0%) frekuensi responden mengikuti kegiatan *Employee Relations* tinggi (3 kali). Lebih separuh (55,3%) responden menilai akrab setelah mengikuti kegiatan *Gathering & Eat Together* yang dilakukan oleh PT. Surya Pertiwi TBK. Setelah dikorelasikan, hasil penelitian menunjukkan *correlation coefficient* sebesar 0,253 yang artinya hubungan sangat lemah. Nilai signifikansi yang didapatkan sebesar 0,086 yang artinya tidak ada hubungan yang signifikan antara kedua variabel, sehingga  $H_0$  diterima. Tidak adanya hubungan yang signifikan antara frekuensi mengikuti kegiatan *employee relations* dengan keakraban antar karyawan di PT. Surya Pertiwi TBK. dikarenakan (a) adanya perbedaan karakteristik responden yaitu dari jenis kelamin, usia, pendidikan, lama bekerja, dan divisi, (b) sampel yang diteliti tidak menggambarkan adanya kesetaraan, kebersamaan, motivasi yang tinggi, loyalitas, dan kemudahan sosialisasi kegiatan. Saran bagi peneliti lain yang hendak mengetahui hubungan frekuensi dengan keakraban disarankan dapat memperhatikan (1) prasyarat mengikuti kegiatan *employee relations* yaitu harus adanya kesetaraan, kebersamaan, motivasi yang tinggi, loyalitas, kemudahan dalam sosialisasi kegiatan *employee relations*, (2) karakteristik responden dilihat dari jenis kelamin, usia, pendidikan, lama bekerja dan divisi, (3) penggunaan teori yang relevan yaitu teori perbedaan karakteristik individu.

## **ABSTRACT**

*Name* : Santi Yuliana  
*NIM* : 201552130  
*Program Study* : *Communication*  
*Concentration* : *Public Relations*  
*Title* : *The Relationship between Frequency Following Employee Relations Activities with Familiarity among the Employees at PT. Surya Pertiwi TBK.*  
*Keywords* : *Frequency, Employee Relations, Familiarity*

*This study aims to determine the relationship between the frequency of participating in employee relations activities and the familiarity between employees. This research is a quantitative research with descriptive correlational objectives. The method used is a survey and data collection techniques using a questionnaire. The results of the study showed that the majority (97.9%) of respondents had participated in employee relations activities. More than half (51.0%) the frequency of respondents who participate employee relations activities were high (3 times). More than half (55.3%) of respondents considered familiar after participating in the Gathering & Eat Together activities conducted by PT. Surya Pertiwi TBK. After correlating, the results of the study shows the correlation coefficient is 0,253 which means that the relationship is very weak. The significance value obtained is 0,086, which means there is no significant relationship between the variables, so  $H_0$  is accepted. The absence of a significant relationship between the frequency of participating in employee relations activities with familiarity between employees at PT. Surya Pertiwi TBK. because : (a) there are differences in respondent characteristics, namely gender, age, education, length of work, and division, (b) samples do not describe the existence of equality, togetherness, high motivation, loyalty, and ease of socialization of activities. Suggestions for other researchers who want to know the relationship between frequency and familiarity are advised to pay attention to (1) the requirement to participate in employee relations activities, namely the existence of equality, togetherness, high motivation, loyalty, ease in socializing employee relations activities, (2) respondents' characteristics sex, age, education, length of work and division, (3) the use of relevant theories, namely the theory of differences in individual characteristics.*