

ABSTRAK

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Judul : Strategi Komunikasi Pemateri Dalam Kegiatan Employee Relations (Studi Kasus Kegiatan Pelatihan Karyawan “*Formula One*”)

Jumlah Halaman : 102 Halaman

Daftar Pustaka : 24 Buku (2003-2020) dan 4 Jurnal (2013-2019)

Penelitian ini membahas tentang strategi komunikasi pemateri dalam kegiatan pelatihan karyawan bertemakan *formula one* oleh PT. Mentari Books. PT. Mentari Books adalah perusahaan pengadaan buku pelajaran yang berbasis kurikulum international. Pada tahun 2014 PT. Mentari Books mengalami peningkatan *turnover* karyawan sebesar 6% sehingga perusahaan mengadakan sebuah kegiatan pelatihan bagi karyawan baru bertemakan *formula one* yang diharapkan dapat membangun hubungan komunikasi yang baik antara perusahaan dengan karyawan baru dan juga diharapkan dapat menurunkan tingkat *turnover* karyawan. Namun seiring berjalannya waktu *formula one* belum memberikan hasil yang diharapkan karena tingkat *turnover* tahun 2017 hingga 2019 kembali meningkat dan fluktuatif paling tinggi sebesar 6.5%. Dengan tingkat *turnover* karyawan yang fluktuatif ini maka terdapat tujuan strategi komunikasi yang masih belum tercapai dalam pelaksanaan kegiatan *formula one* oleh karena itu penelitian ini bertujuan untuk menjelaskan strategi komunikasi pemateri dan untuk mengetahui hambatan pemateri dalam kegiatan pelatihan karyawan *formula one*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Hasilnya adalah pemateri dalam pelatihan karyawan “*formula one*” telah menerapkan prosedur strategi komunikasi namun peneliti menemukan tujuan strategi komunikasi pemateri dalam tahap *establish acceptance* masih belum maksimal karena masih terdapat hambatan berupa peserta yang kurang berinteraksi saat sesi berlangsung dan adanya hambatan psikologis dan ekologis yang dihadapi.

Kata Kunci : Strategi Komunikasi, Komunikator, *Employee Relations*

ABSTRACT

Name/Student Number : Wendi/2018-0502-219
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This research focuses on the communication strategy of the speakers in employee training activities with the theme of Formula One by PT. Mentari Books. PT. Mentari Books is an international curriculum-based textbook company. In 2014 PT. Mentari Books experienced an increase in employee turnover by 6% so that the company held a training activity for new employees with the theme of formula one which is expected to build good communication relationships between the company and new employees and is also expected to reduce employee turnover rates. However, over time formula one has not provided the expected results because the turnover rate from 2017 to 2019 has increased again and fluctuates at the highest by 6.5%. With this fluctuating employee turnover rate, there are communication strategy objectives that have not been achieved in the implementation of formula one activities, therefore this study aims to explain the speakers' communication strategies and to find out the barriers of speakers in formula one employee training activities. This research uses a qualitative approach with a case study method. The result is that the speakers in the "formula one" employee training have implemented a communication strategy procedure, but the researchers found that the communication strategy objectives of the speakers in the establish acceptance stage were still not optimal because there were still obstacles in the form of participants who did not interact during the session and the psychological and ecological obstacles they faced.

Keywords : Communication Strategies, Communicator, Employee Relations