

ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif untuk meneliti aktifitas *Employee Relations* dalam meningkatkan citra positif di kalangan karyawan PT. Holcim Indonesia Pabrik Cilacap. Hubungan karyawan memiliki peran yang penting dalam mencapai tujuan perusahaan. Tujuan penelitian ini yang pertama yaitu, untuk mengetahui program-program *Employee Relations*. Kedua, untuk mengetahui faktor pendukung dan faktor penghambat dalam melaksanakan kegiatan *Employee Relations*. Terakhir bertujuan untuk mengetahui citra PT. Holcim Indonesia Pabrik Cilacap di kalangan karyawannya. Data yang dianalisis adalah hasil wawancara dengan *Manager GA & Comrel Department, Corporate Communication (Public Relations* PT. Holcim Indonesia Pabrik Cilacap), karyawan tetap dan karyawan kontrak PT. Holcim Indonesia Pabrik Cilacap. Hasil penelitian menunjukkan bahwa PT. Holcim Indonesia Pabrik Cilacap telah membuat berbagai macam program *employee relations*, yaitu program pendidikan dan pelatihan, program penghargaan, program kesehatan, *special event*, kebersamaan Holcim untuk membentuk kepercayaan karyawan terhadap perusahaan. Program *Employee Relations* PT. Holcim Indonesia Pabrik Cilacap dapat dikatakan mampu meningkatkan citra positif perusahaan. Manfaat yang didapat yaitu perusahaan akan lebih memperhatikan hak-hak karyawan, mampu mengatasi dan menekan isu-isu terkait perusahaan yang dapat menimbulkan ketidakpercayaan karyawan terhadap organisasi dan meningkatkan kualitas hubungan antara karyawan dengan manajemen atau sesama karyawan.

Kata Kunci : Karyawan, Hubungan Karyawan, Citra

ABSTRACT

This research is descriptive qualitative research about Employee Relations activities to increase positive image in the circle employees of PT. Holcim Indonesia Cilacap Plant. Employee Relations role in supporting the achievement of organization goals is important. The purpose of this research is, First is to know the employee relations programs. Second, to know the supporting factors and obstacle factors in carrying out of employee relation activities. Last, to know the image of PT. Holcim Indonesia Cilacap Plant among employee. Data analysed are from the result of the interview with the Manager GA & Comrel Department, Corporate Communication (Public Relations of PT. Holcim Indonesia Cilacap Plant), staff and contract employee of PT. Holcim Indonesia Cilacap Plant. The result of this research show PT. Holcim Indonesia Cilacap Plant have made several employee relation programs, that is education and training program, awarding program, healthy program, special event, togetherness of Holcim to establish employee trust in the company. Employee Relation Programs in PT. Holcim Indonesia Cilacap Plant can be said to be capable increase the positive image of company. Benefits obtained from the research are company will give more attention to fulfilling employee rights, can handle and push the issues about an organization which can cause employee doubts to organization and company can improve quality of employee relations between employee and management or employee to employee.

Keyword : Employee, Employee Relations, Image