

ABSTRAK

Karyawan merupakan aset dalam suatu perusahaan, tanpa adanya karyawan perusahaan tidak akan bisa beroperasi. Untuk itu menjalin hubungan dengan karyawan sangatlah penting dilakukan suatu perusahaan. Salah satu bentuk hubungan dalam *public relations* yang mengatur hubungan dengan karyawan adalah *employee relations*. Penulis memilih PT.Madubaru PG-PS Madukismo sebagai perusahaan yang diteliti karena PT.Madubaru PG-PS Madukismo merupakan perusahaan padat karya yang memiliki karyawan yang cukup banyak. Sehingga penulis tertarik untuk meneliti bagaimana kegiatan-kegiatan *employee relations* yang diterapkan PT.Madubaru PG-PS Madukismo dalam meningkatkan motivasi kerja karyawan. Motivasi kerja karyawan dianggap penting untuk meningkatkan semangat kerja karyawan. Penulis menggunakan metode penelitian kualitatif deskriptif dalam penelitian ini. Dengan metode ini, penulis ingin mendeskripsikan kegiatan *employee relations* di PT.Madubaru PG-PS Madukismo serta motivasi kerja karyawan PT.Madubaru PG-PS Madukismo. Hasil penelitian dianalisis berdasarkan pemikiran konsep *employee relations* dan motivasi kerja serta dihubungkan dengan Teori Hierarki Kebutuhan Maslow. Berdasarkan penelitian yang dilakukan, penulis mendapatkan hasil bahwa kegiatan *employee relations* yang ada di PT.Madubaru PG-PS Madukismo sudah dibangun dengan baik. Hal ini bisa dilihat dari banyaknya kegiatan untuk karyawan yang diadakan pihak internal perusahaan. Melalui kegiatan tersebut perusahaan berusaha memenuhi kebutuhan karyawan namun dalam hal aktualisasi diri di PT.Madubaru PG-PS Madukismo sulit diwujudkan. Meskipun dalam hal aktualisasi diri sulit diwujudkan namun kegiatan tersebut menimbulkan dampak positif bagi karyawan yakni meningkatkan motivasi kerja karyawan. Karyawan merasa motivasi dalam bekerja meningkat dengan kegiatan *employee relations* yang telah diselenggarakan oleh PT.Madubaru PG-PS Madukismo.

ABSTRACT

Employee is a very important asset in a company, without employee a company can't be operated. It's very important for a company to have a good relationship with its employee. One of kind relationship in public relations to arrange relation with employee is employee relations. The writer choose PT.Madubaru PG-PS Madukismo to be object of reseaching because PT.Madubaru PG-PS Madukismo is a company which has many employees. So that the writer is interesting to know how employee relations activities applied by PT.Madubaru PG-PS Madukismo to improve work motivation of employee in the company. Work motivations of the employee is very important to improve their spirit to work more better. The writer use descriptive qualitative methode in this study. With this methode, the writter want to discribe the employee relations activity in PT.Madubaru PG-PS Madukismo and also work motivation of their employee. The result of the research were analyzed based on the concept of employee relations and work motivation and also related with Teori Hierarkhi Kebutuhan Maslow. Based on the researh, the writer get result that the employee relations activities have been built by PT.Madubaru PG-PS Madukismo. It can be seen from the many programs that have been conceived and developed by internal company. By the activities, the company try to meet the needs of employees, but in the need of self-actualization in the PT.Madubaru PG-PS Madukismo is difficult to realize. Although in terms of self-actualization is difficult to realize but the employee relations activities have a positif impact to increase employee work motivation.. The employee feel motivated with employee relations activities which arrangement from PT.Madubaru PG-PS Madukismo.