

ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui implementasi kegiatan *employee relations* dijalankan Sales Office Yogyakarta PT. Coca-Cola Amatil Indonesia. Implementasi dari kegiatan *employee relations* tersebut dengan melihat bagaimana pelaksanaan kegiatan *employee relations* dalam menciptakan harmonisasi serta peningkatan motivasi kerja karyawan. Tujuan berikutnya yaitu menganalisis pelaksanaan program-program kegiatan *employee relations*, serta kendala yang dihadapi saat pelaksanaan kegiatan *employee relations* dalam usahanya menciptakan harmonisasi serta peningkatan motivasi kerja karyawan. Penelitian menggunakan metode deskriptif kualitatif dengan menganalisis data dari implementasi kegiatan *employee relations*. Analisa data dimulai sejak data dikumpulkan dengan jalan wawancara dan studi pustaka. Uji Validitas yang digunakan adalah Triangulasi Data dan Sumber yang terdiri dari GM (*General Manager*), SM (*Sales Manager*), divisi SOA (*Sales Office Administrations*) dan karyawan Sales Office Yogyakarta PT. Coca-Cola Amatil Indonesia. Hasil penelitian menunjukkan kegiatan *employee relations* perusahaan Sales Office Yogyakarta PT. Coca-Cola Amatil Indonesia, kegiatan *employee relations* yang dibangun sudah sangat baik. Hal ini dapat dilihat dari banyaknya program-program yang telah disusun dan dikembangkan oleh pihak internal perusahaan. Penilaian positif dari karyawan mengenai kegiatan *employee relations* yang diterapkan di perusahaan Sales Office Yogyakarta PT. Coca-Cola Amatil Indonesia dapat mendukung usaha menciptakan harmonisasi serta peningkatan motivasi kerja karyawan dan adanya rasa senioritas ternyata bukanlah suatu hambatan dalam menciptakan harmonisasi serta meningkatkan motivasi kerja karyawan.

Kata Kunci: *Employee Relations*, Harmonisasi dan Motivasi kerja

ABSTRACT

This research own purpose to know employee relations implementation activity undertaken by Sales Office Yogyakarta PT. Coke Indonesia Amatil. Implementation from employee relations activity by looking how employee relations implementation activity in create harmonization as well as employee labor motivation increase. Purpose the following namely analyse employee relations implementation programs activity, as well as obstacle faced employee relations activity implementation moment in the effort create harmonization as well as employee labor motivation increase. Research use descriptive qualitative method by analyse data from employee relations implementation activity. Data analysis started since data collected with road interview and literature review. Test Validitas that are used in is Triangulasi Data and Sumber that consisting of GM, SM, SOA division (Sales Office Administrations). Coke Indonesia Amatil. Result research show employee relations activity Sales Office Yogyakarta PT company. Coke Indonesia Amatil, employee relations activity that built already excellent. This thing can be seen from amount programs that has been compiled and expanded by company internal party. Assessment is positive from employee on employee relations activity that applied in Sales Office Yogyakarta PT company. Coke Indonesia Amatil can support effort create harmonization as well as employee labor motivation increase and seniority sense existence proving not something inhibition in create harmonization as well as improve employee labor motivation.

Keywords: Employee Relations, Harmonization and Motivation