

Analisis Penerapan Strategi *Employer Branding* Dan *Employee Value Proposition* Untuk Menciptakan *Employee Engagement* (Studi Pada Karyawan PT Petrokimia Gresik)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisa bagaimana bentuk serta penerapan *employer branding* dan *employee value proposition* yang ada pada PT Petrokimia Gresik serta sejauh mana analisis pengetahuan karyawan mengenai *employer branding* dan *employee value proposition* sehingga dapat terbentuk *employee engagement* pada karyawan PT Petrokimia Gresik. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data melalui wawancara dan dokumentasi. Data tersebut dianalisis melalui pengumpulan data, reduksi data, validasi, penyajian data dan penarikan kesimpulan. Informan dalam penelitian ini adalah Karyawan PT Petrokimia Gresik yang terdiri dari Supervisor Administrasi, Supervisor Penggajian & Kesejahteraan, Staff Rekrutmen & Manajemen Kinerja dan Staff Diklat. Hasil penelitian ini didapati bahwa, PT Petrokimia Gresik merupakan perusahaan yang memiliki lingkungan kerja yang baik serta positif, selain itu PT Petrokimia Gresik sangat mendukung kreativitas karyawan melalui inovasi dan memperhatikan kesejahteraan karyawannya. PT Petrokimia Gresik sadar akan strategi *employer branding* dan membentuk *employee value proposition* dalam menarik dan mempertahankan karyawan dengan kesuksesan yang diperoleh oleh perusahaan dalam tingkat *employee engagement* yang tinggi sebesar 85,5% dan tingkat *turnover* sebesar 0% per Maret 2020.

Kata Kunci: *Employer Branding, Employee Value Proposition, Employee Engagement, PT Petrokimia Gresik*

Implementation Analysis Of The Employer Branding Strategy And Employee Value Proposition To Create The Employee Engagement (Study On Employees Of PT Petrokimia Gresik)

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ABSTRACT

This study aims to analyze how the form and application of employer branding and employee value proposition that exist at PT Petrokimia Gresik, also the extent of which employee knowledge analysis regarding employer branding and employee value proposition can form employee engagement at PT Petrokimia Gresik. This research uses descriptive qualitative method. Data collection techniques through interviews and documentation. The data were analyzed through data collection, data reduction, validation, data presentation and drawing conclusions. Informants in this research were employees of PT Petrokimia Gresik consisting of Administrative Supervisor, Payroll & Welfare Supervisor, Recruitment & Performance Management Staff and Training Staff. The results of this study found that, PT Petrokimia Gresik is a company that has a good and positive work environment, besides that PT Petrokimia Gresik strongly supports employee creativity through innovation and pays attention to the welfare of its employees. PT Petrokimia Gresik is aware of the employer branding strategy and forms an employee value proposition in attracting and retaining employees with the success obtained by the company in a high employee engagement rate of 85.5% and a turnover rate of 0% as of March 2020.

Keywords: *Employer Branding, Employee Value Proposition, Employee Engagement, PT Petrokimia Gresik.*