

ABSTRAK

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STRATEGI KOMUNIKASI ORGANISASI HOTEL SANTIKA PREMIERE ICE BSD DALAM MENUMBUHKAN *EMPLOYEE ENGAGEMENT* DI MASA PANDEMI COVID-19

(xii + 86 halaman: 2 gambar; 1 tabel; 1 lampiran)

Kehadiran pandemi Covid 19 membuat pelaku bisnis pariwisata harus memiliki strategi yang tepat dan dinamis agar dapat bertahan di tengah pandemi. Selama masa pandemi, Hotel Santika Premiere ICE BSD City merumahkan sekitar 30% karyawannya. Dengan begitu, hanya 70% karyawan saja yang bekerja di hotel dengan selisih satu hari bekerja di kantor atau dengan istilah *work from office* (WFO) dan satu hari bekerja dari rumah *work from home* (WFH). Dengan pengaturan waktu kerja yang berbeda, maka penelitian ini bertujuan untuk menganalisis strategi komunikasi organisasi di Hotel Santika Premiere ICE BSD City dalam menumbuhkan *employee engagement* di masa pandemi covid-19. Penelitian ini menggunakan metode studi kasus dengan teknik pengumpulan data wawancara mendalam. Uji keabsahan data dalam penelitian ini menggunakan triangulasi sumber. Hasil penelitian menunjukkan bahwa Strategi komunikasi organisasi yang dilakukan oleh Hotel Santika Premiere ICE BSD City adalah pendekatan strategi operasional. Selain melakukan pendekatan strategi operasional, Hotel Santika Premier ICE BSD City juga memberikan *salary* penuh kepada karyawannya. Hal ini dilakukan sebagai upaya menumbuhkan *employee engagement* para karyawannya. Beberapa cara yang dilakukan dalam pendekatan ini adalah dengan menerapkan iklim kekeluargaan dalam menyelesaikan tugas-tugas yang diberikan oleh manajemen di Hotel Santika Premiere ICE BSD City. Setiap divisi memiliki cara tersendiri sebagai bentuk kepeduliannya kepada karyawan seperti melakukan *tracing* bagi karyawan yang baru dirumahkan, *rewards* dan tunjangan bagi karyawan yang mengerjakan pekerjaannya sesuai target serta jenjang karir yang jelas bagi karyawannya yang loyal kepada perusahaan.

Kata Kunci: *employee engagement*, Komunikasi Organisasi, Hotel

Referensi: 37 referensi (2019)

ABSTRACT

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SANTIKA PREMIERE ICE BSD HOTEL ORGANIZATIONAL COMMUNICATION STRATEGY IN GROWING EMPLOYEE ENGAGEMENT IN THE COVID-19 PANDEMI

(xii + 86 pages; 2 pictures; 1 table; 1 attachment)

The presence of the COVID-19 pandemic has created uncertainty in business conditions for the tourism sector, which must have the right strategy and dynamic strategy in order to survive in the midst of a pandemic. During the pandemic, Hotel Santika Premiere ICE BSD City laid off around 30% of its employees. That way, only 70% of employees work in hotels with a difference of one day working in the office or with the term work from office (WFO) and one day working from home (WFH). This study aims to analyze organizational communication strategies at Hotel Santika Premiere ICE BSD City in growing employee engagement during the COVID-19 pandemic. This research uses a case study method with in-depth interview data collection techniques. Test the validity of the data in this study using source triangulation. The results showed that the organizational communication strategy carried out by Hotel Santika Premiere ICE BSD City was an operational strategy approach. Several ways in this approach are to apply a family climate in completing the tasks assigned by the management at Hotel Santika Premiere ICE BSD City. The employee engagement strategy is through providing a full salary even though Hotel Santika Premiere ICE BSD City is affected by the pandemic and the number of occupancy during the pandemic has decreased drastically. Each division has its own way as a form of concern for employees such as tracing for employees who have just been laid off, rewards and benefits for employees who do their work according to targets and clear career paths for employees who are loyal to the company.

Keywords: Employee Engagement, Organizational Communication, Hotel

References: 37 References (2019)