

# ***EMPLOYEE RELATIONS DALAM PRODUKTIVITAS KERJA***

**(Studi Fenomenologi Pada Perusahaan Makaciki)**

**Vashya Tiara Iskandar**

## **ABSTRAK**

Tantangan bagi bisnis online ialah daya kompetitif yang kuat dikarenakan transparansi harga dan keberadaan rival bisnis yang berjarak satu klik-anmouse. Konsumen dihadapkan beberapa pilihan dengan variasi harga dan kualitas produk yang masing-masing dihasilkan oleh penjual. Maka diperlukan upaya-upaya pengolahan sumber daya manusia agar adaptif, kreatif dan inovatif. Penelitian ini membahas employee relations dalam produktivitas kerja yang diupayakan oleh salah satu perusahaan online shop yaitu Makaciki. Dimana perusahaan ini diisi dominasi karyawan yang berusia 18-27 tahun. Selain itu, latar belakang pendidikan karyawan masih minim baik secara formal maupun non formal. Tujuan dari penelitian ini untuk menganalisa dan mendeskripsikan employee relations yang diterapkan Makaciki sebagai online shop. Dengan menggunakan metode penelitian kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara serta observasi. Berdasarkan hasil penelitian, employee relations yang diterapkan ialah kerja sama dengan saling membantu satu sama lain terlepas dari posisi yang mereka miliki. Makaciki juga mengadakan kegiatan-kegiatan menunjang untuk karyawan seperti seminar, employee of the month, stand up meeting dan papan to do list. Serta mengadakan kegiatan diluar formalitas seperti farewell party, birthday celebration, dan ngaji jumat. Sehingga dengan situasi sumber daya manusia yang muda dan minim pengalaman dapat diseimbangkan dengan adanya kegiatan tersebut untuk produktivitas kerja.

**Kata Kunci:** Komunikasi Organisasi, *Employee Relations*, Produktivitas Kerja, Makaciki.

# **EMPLOYEE RELATIONS OF PRODUCTIVITY WORK**

*(Phenomenology Study on Makaciki Company)*

**Vashya Tiara Iskandar**

## **ABSTRACT**

*The challenge for online businesses is strong competitive power due to price transparency and the presence of business rivals within a click of the mouse. Consumers are faced with several choices with variations in price and product quality, each of which is produced by the seller. It is therefore necessary to process human resources in order to be adaptive, creative and innovative. This study aims to identify employee relations in work productivity pursued by one of the online shop companies, Makaciki. Where the company is filled with the dominance of employees aged 18-27 years. In addition, the educational background of employees is still minimal, both formal and non-formal. The purpose of this study is to analyze and describe the employee relations applied by Makaciki as an online shop. By using qualitative research methods. Data collection techniques used was interviews and observation. Based on the results of the study, applied employee relations is cooperation by helping each other regardless of the position they have. Makaciki also conducts support activities for employees such as seminars, employee of the month, stand-up meetings and sign-to-do lists. As well as holding activities outside the formalities such as farewell parties, birthday celebration, and Friday Koran. So with the situation of young human resources and minimal experience can be balanced with the existence of these activities for work productivity.*

**Keyword:** *Organizational Communication, Employee Relations, Work Productivity, Makaciki.*