

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui “Penerapan Peran *Public Relations* Pada *Program Employee Relations* Sebagai Upaya Meningkatkan Loyalitas Karyawan (Studi Kualitatif Dengan Pendekatan Studi Kasus Pada *Human Capital Development* Sebagai *Public Relations* Di Grand Cordela Hotel Bandung)”. Tujuan dari penelitian ini untuk mengetahui *Program Employee Relations* apa saja yang dilaksanakan di Grand Cordela Hotel Bandung, bagaimana peran *Human Capital Development* dalam menjalankan peran *Public Relations* di Grand Cordela Hotel Bandung, dan mengetahui apakah *Program Employee Relations* yang diadakan *Human Capital Development* dapat meningkatkan loyalitas karyawan.

Penelitian ini menggunakan metode kualitatif dengan jenis pendekatan studi kasus. Teknik pengumpulan data yang digunakan yaitu observasi di lokasi penelitian, wawancara dengan informan kunci dan informan pendukung, dan melakukan dokumentasi. Teknik analisa data yang digunakan yaitu reduksi data, penyajian data, dan verifikasi data. Teknik keabsahan data yang digunakan dalam penelitian ini adalah trigulasi, bahan referensi, dan member check. Dalam penelitian ini HCGA Manager menjadi informan utama dan dua orang karyawan menjadi informan pendukung.

Hasil penelitian ini adalah (1) kegiatan *Employee Relations* yang telah dilaksanakan oleh *Human Capital Development* sebagai upaya meningkatkan loyalitas karyawan yaitu meliputi 5 program diantaranya pendidikan dan pelatihan, motivasi kerja berprestasi, penghargaan, acara khusus, dan media komunikasi internal. (2) *Human Capital Development* menjalankan *Program Employee Relations* dengan mengadaptasi peran *Public Relations* yaitu penasehat ahli, fasilitator proses pemecahan masalah, fasilitator komunikasi, dan teknisi komunikasi. (3) *Program Employee Relations* memperkuat ikatan antara karyawan dan perusahaan sehingga karyawan menjadi loyalitas terhadap perusahaan

**Kata Kunci:** *Public Relations, Employee Relations, Human Capital Development, Loyalitas.*

## **ABSTRACT**

*This research was conducted to find out “Application of the Role of Public Relations in the Employee Relations Program as an Effort to Increase Employee Loyalty (Qualitative Study with a Case Study Approach to Human Capital Development as Public Relations at Grand Cordela Hotel Bandung)”. The purpose of this research is to find out what Employee Relations programs are implemented at Grand Cordela Hotel Bandung, how the role of Human Capital Development in carrying out the role of Public Relations at Grand Cordela Hotel Bandung, and find out whether the Employee Relations program held by Human Capital Development can increase employee loyalty.*

*This research uses a qualitative method with a case study approach. The data collection techniques used were observation at the research location, interviews with key informants and supporting informants, and documentation. The data analysis techniques used are data reduction, data presentation, and data verification. Data validity techniques used in this research are triangulation, reference materials, and member checks. In this study, the HCGA Manager became the main informant and two employees became supporting informants.*

*The results of this study are (1) Employee Relations activities that have been implemented by Human Capital Development as an effort to increase employee loyalty include 5 programs including education and training, achievement work motivation, award, special event, and internal communication media. (2) Human Capital Development runs the Employee Relations program by adapting the role of Public Relations, namely expert advisor, problem solving process facilitator, communication facilitator, and communication technician. (3) Employee Relations programs strengthen the bond between employees and the company so that employees become loyal to the company.*

**Keywords:** *Public Relations, Employee Relations, Human Capital Development, Loyalty.*