

ABSTARK

Ebbi Gustia Rahayu : Implementasi Kegiatan Human Relations Dalam Memotivasi Kinerja Pegawai Di Instansi Pemerintah (Studi Deskriptif Pada Dinas Pemberdayaan Perempuan Perlindungan Anak dan Keluarga Berencana)

DP3AKB Jawa Barat merupakan instansi pemerintah yang berfokus pada isu perempuan, anak, dan keluarga. DP3AKB membutuhkan kinerja pegawai yang optimal dalam menangani keberhasilan program dan layanan publik yang dijalankan. Untuk mendukung hal tersebut, DP3AKB menerapkan kegiatan Human Relations sebagai strategi untuk menciptakan hubungan kerja yang harmonis dan memotivasi pegawai.

Penelitian ini bertujuan untuk mengetahui bagaimana implementasi kegiatan *Human Relations* dalam memotivasi kinerja pegawai di instansi pemerintah DP3AKB Jawa Barat. Landasan utama dalam penelitian ini mengacu pada konsep *Falsafah Human Relations* yang dikemukakan oleh Keith Davis, yaitu meliputi tahapan *mutual interest* (kepentingan bersama), *human dignity* (martabat manusia/harga diri), dan *individual difference* (perbedaan setiap individu).

Paradigma yang digunakan dalam penelitian ini adalah paradigma konstruktivisme dengan pendekatan kualitatif. Metode dalam penelitian ini adalah deskriptif kualitatif yang memberikan gambaran secara mendalam terkait kegiatan *Human Relations* yang diterapkan oleh DP3AKB Jawa barat sebagai strategi dalam memotivasi kerja pegawai. Teknik pengumpulan data dilakukan melalui observasi non-partisipan, wawancara secara mendalam, dan dokumentasi.

Hasil penelitian menunjukkan bahwa implementasi kegiatan *Human Relations* yang dilakukan oleh DP3AKB Jawa Barat dalam memotivasi kinerja pegawai dilakukan melalui tiga tahapan. Pertama, menjalankan aspek *mutual interest* melalui kolaborasi internal, pembagian tugas dan peran sesuai tupoksi dan kemampuan pegawai, serta penyelarasan tujuan pegawai dan organisasi melalui sosialisasi visi misi dan sistem penilaian kinerja. Kedua, memperhatikan aspek *human dignity* dengan mendorong keterlibatan pegawai dalam berbagai aktivitas baik formal maupun informal, pemberian apresiasi dan *reward*, serta penerapan budaya komunikasi positif seperti kata tolong, maaf, dan terima kasih. Ketiga, mengelola aspek *individual difference* dengan memberikan ruang penyampaian ide dan pendapat secara terbuka, mengelola perbedaan pengalaman dan pendidikan dengan mendorong pertukaran ide ataupun pengalaman dan kerjasama dalam pelaksanaan tugas, serta menghargai perbedaan suku, agama, dan ras dengan membangun interaksi kerja yang setara.

Kata kunci : *Human Relations*, Motivasi Kerja, Instansi Pemerintah

ABSTRACT

Ebbi Gustia Rahayu: Implementation of Human Relations Activities in Motivating Employee Performance in Government Agencies (Descriptive Study at the Office of Women's Empowerment Child Protection and Family Planning)

DP3AKB West Java is a government agency that focuses on women, children, and family issues, requiring optimal employee performance in handling the success of public programs and services run. To support this, DP3AKB implements Human Relations activities as a strategy to create harmonious working relationships and motivate employees.

This study aims to determine how the implementation of Human Relations activities in motivating employee performance in the DP3AKB West Java government agency. The main foundation in this research refers to the concept of Human Relations Philosophy proposed by Keith Davis, which includes the stages of mutual interest, human dignity, and individual differences.

The paradigm used in this research is the constructivism paradigm with a qualitative approach. The method in this research is descriptive qualitative which provides an in-depth description of Human Relations activities applied by DP3AKB West Java as a strategy in motivating employee work. Data collection techniques were conducted through non-participant observation, in-depth interviews, and documentation.

The results showed that the implementation of Human Relations activities carried out by DP3AKB West Java in motivating employee performance was carried out through three stages. First, implementing the mutual interest aspect is realized by building internal collaboration, division of tasks and roles according to the duties and abilities of employees, and alignment of employee and organizational goals through socialization of the vision and mission and performance appraisal system. Second, paying attention to human dignity aspects by encouraging employee involvement in various work activities both formally and informally, providing appreciation and rewards, and implementing a positive communication culture such as the use of the words please, sorry, and thank you. Third, managing aspects of individual differences is done by providing space to convey ideas and opinions openly, managing differences in experience and education by encouraging the exchange of ideas or experiences and cooperation in carrying out tasks, and respecting differences in ethnicity, religion and race by building equal work interactions.

Keywords: Human Relations, Work Motivation, Government Agencies