

ABSTRAK

Muhammad Saddam Faridiansyah: Kegiatan *Employee Relations* Melalui Program Beasiswa Prestasi Pada PT Tirta Inveestama AQUA Kota Bandung.

Pentingnya kegiatan *employee relations* dalam membangun hubungan kerja yang harmonis antara perusahaan dan karyawan. PT Tirta Investama AQUA Kota Bandung menjadi objek penelitian karena memiliki program beasiswa prestasi yang ditujukan untuk anak karyawan sebagai bagian dari strategi hubungan karyawan.

Konsep *employee relations* PO3C dari Henri Fayol yang mencakup lima aspek utama: *Planning*, *Organizing*, *Commanding*, *Coordinating*, dan *Controlling*. Kajian ini juga dilengkapi dengan penelitian terdahulu yang relevan, menunjukkan bahwa kegiatan *employee relations* dapat meningkatkan keterlibatan karyawan dan membentuk citra positif perusahaan.

Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi dengan lima informan dari berbagai jabatan di perusahaan. Penelitian ini dilakukan di PT Tirta Investama AQUA Kota Bandung. Data dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Fokus penelitian diarahkan pada bagaimana kelima tahapan PO3C diterapkan dalam pelaksanaan program beasiswa prestasi untuk anak karyawan.

Hasil penelitian menunjukkan bahwa program beasiswa telah direncanakan secara sistematis, diorganisir oleh departemen *Human Resources*, diarahkan dengan jelas kepada karyawan, dikoordinasikan melalui peran serikat pekerja, serta diawasi melalui evaluasi berkala. Program ini tidak hanya membantu anak-anak karyawan secara pendidikan, tetapi juga berdampak positif terhadap semangat kerja, loyalitas, dan hubungan yang lebih erat antara manajemen dan karyawan. berdasarkan lima tahapan PO3C dari Henri Fayol, yaitu *Planning*, *Organizing*, *Commanding*, *Coordinating*, dan *Controlling*. Perencanaan tujuan program, pengorganisasian tugas, pengarahan kepada karyawan, koordinasi antarunit, hingga pengawasan melalui evaluasi berkala. Penelitian ini memberikan kontribusi teoritis terhadap kajian komunikasi organisasi, serta saran praktis bagi perusahaan agar terus mengembangkan program kesejahteraan karyawan yang bersifat partisipatif dan berkelanjutan.

Kata Kunci: *Employee Relations*, Beasiswa Prestasi, Komunikasi Internal, PO3C, Loyalitas Karyawan

ABSTRACT

Muhammad Saddam Faridiansyah: Employee Relations Activities Through the Merit-Based Scholarship Program at PT Tirta Investama AQUA Kota Bandung

The importance of employee relations lies in building harmonious working relationships between companies and their employees. PT Tirta Investama AQUA Kota Bandung was selected as the object of this study due to its implementation of a merit-based scholarship program for employees' children, which serves as part of the company's employee relations strategy.

This study adopts the employee relations concept of PO3C introduced by Henri Fayol, which includes five key aspects: planning, organizing, commanding, coordinating, and controlling. The analysis is supported by relevant previous studies, which show that employee relations activities can enhance employee engagement and help shape a positive corporate image.

The research used a descriptive qualitative method with a constructivist paradigm. Data collection was conducted through in-depth interviews, observation, and documentation with five informants from various positions in the company. The study was conducted at PT Tirta Investama AQUA Kota Bandung. Data analysis involved data reduction, data presentation, and drawing conclusions. The focus of the research was to explore how the five PO3C stages were implemented in the execution of the scholarship program for employees' children.

The results of the study show that the scholarship program has been systematically planned, organized by the Human Resources department, clearly directed to employees, coordinated through the role of the labor union, and supervised through regular evaluations. The program not only supports the educational needs of employees' children but also has a positive impact on work motivation, employee loyalty, and the strengthening of relationships between management and employees. These activities are aligned with the five stages of PO3C by Henri Fayol: Planning, Organizing, Commanding, Coordinating, and Controlling. The implementation includes program goal planning, task organization, direction to employees, inter-unit coordination, and supervision through routine evaluations. This study contributes theoretically to the field of organizational communication and offers practical recommendations for companies to continuously develop participatory and sustainable employee welfare programs.

Keywords: Employee Relations, Merit-Based Scholarship, Internal Communication, PO3C, Employee Loyalty