

ABSTRAK

Nur Alfi Syahrin: Implementasi Kegiatan *Employee Relations* sebagai Upaya Membangun *Engagement* Karyawan (Studi deskriptif Kualitatif pada Pribadi Bandung Bilingual School)

Membangun *engagement* karyawan merupakan tantangan tersendiri bagi lembaga pendidikan dalam mewujudkan lingkungan kerja yang kondusif dan berkesinambungan. Pribadi Bandung Bilingual School menerapkan strategi kegiatan *employee relations* secara terencana dan sistematis untuk menjawab tantangan tersebut.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis Implementasi Kegiatan *Employee Relations* di Pribadi Bandung berdasarkan konsep *Employee Relations* menurut Rosady Ruslan (2012).

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif, karena fokus kajiannya melibatkan interaksi sosial dan pengalaman karyawan dikumpulkan melalui observasi, wawancara dan dokumentasi, kemudian dianalisis dengan teknik reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan implementasi kegiatan *employee relations* di Pribadi Bandung Bilingual School mencakup lima kategori utama. Aspek program pendidikan dan pelatihan, sekolah melaksanakan *development teaching proficiency, guidance orientation program, inhouse training*, serta *teacher and staff induction* untuk mendukung pengembangan kompetensi guru dan staf. Aspek motivasi, dilakukan berbagai upaya seperti pemberian peluang kenaikan jabatan, program rohani, serta pendampingan dalam pelaksanaan proyek kerja. Aspek penghargaan diberikan melalui penghargaan berbasis kinerja guru dan staf, serta apresiasi dalam bidang rohani dan pengembangan diri. Kategori acara, kegiatan seperti safari subuh, *family gathering*, peringatan hari guru, dan kunjungan keluarga berperan dalam mempererat hubungan antarpegawai. Terakhir, aspek media komunikasi internal menggunakan WhatsApp untuk komunikasi cepat dan surat edaran sebagai media resmi, yang secara keseluruhan mendukung kelancaran koordinasi dan membangun lingkungan kerja yang harmonis.

Kata Kunci: *Employee relations, Engagement* Karyawan, Pribadi Bandung Bilingual School

ABSTRACT

Nur Alfi Syahrin: *Implementation of Employee Relations Activities as an Effort to Build Employee Engagement (A Qualitative Descriptive Study at Pribadi Bandung Bilingual School)*

Building employee engagement is a particular challenge for educational institutions in creating a conducive and sustainable work environment. Pribadi Bandung Bilingual School has implemented structured and systematic employee relations strategies to address this challenge.

This study aims to describe and analyze the implementation of employee relations activities at Pribadi Bandung based on the concept of Employee Relations by Rosady Ruslan (2012).

This research employs a qualitative approach with a descriptive method, as its focus involves social interactions and employees' experiences. Data were collected through observation, interviews, and documentation, then analyzed using data reduction, data presentation, and conclusion drawing techniques.

The findings show that the implementation of employee relations activities at Pribadi Bandung Bilingual School consists of five main categories. In the aspect of education and training programs, the school conducts development teaching proficiency programs, guidance orientation programs, in-house training, and teacher and staff induction to support the competency development of teachers and staff. In the aspect of motivation, various initiatives are carried out, such as providing promotion opportunities, religious programs, and project implementation assistance. The recognition aspect includes performance-based awards for teachers and staff, as well as recognition in the fields of spirituality and personal development. Under the events category, activities such as Safari Subuh (dawn prayer gatherings), family gatherings, Teacher's Day celebrations, and family visits play a role in strengthening relationships among employees. Lastly, the media aspect utilizes WhatsApp for quick communication and circular letters as an official medium, both of which support smooth coordination and foster a harmonious work environment.

Keywords: *Employee Relations, Employee Engagement, Pribadi Bandung Bilingual School*