

ABSTRAK

Muhammad Ihsan Rabbani: Kegiatan *Human Relations* dalam Membangun Loyalitas Karyawan PT. Maha Nagari Nusantara (Studi Deskriptif Kualitatif pada PT. Maha Nagari Nusantara Bandung)

Hubungan kerja yang harmonis dalam lingkungan perusahaan merupakan faktor penting dalam menciptakan kenyamanan, komitmen, dan loyalitas karyawan terhadap organisasi. Loyalitas karyawan tidak hanya dipengaruhi oleh aspek material, tetapi juga oleh kualitas hubungan antarindividu yang terbangun melalui aktivitas *human relations*. PT. Maha Nagari Nusantara sebagai perusahaan yang bergerak di bidang inovasi produk tas dan aksesori perjalanan melalui merek Torch.id secara aktif melaksanakan berbagai kegiatan *human relations* sebagai upaya dalam membangun loyalitas karyawan.

Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimana aktivitas *human relations* yang diterapkan PT. Maha Nagari Nusantara dalam membangun loyalitas karyawan. Fokus penelitian diarahkan pada penerapan konsep falsafah *human relations* yang digagas oleh Keith Davis (1962), yang meliputi kepentingan bersama (*mutual interest*), harga diri (*human dignity*), serta perbedaan individu dalam lingkungan kerja. Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data penelitian dilakukan dengan teknik observasi, dokumentasi, dan wawancara yang mendalam.

Hasil dari penelitian menyimpulkan bahwa PT. Maha Nagari Nusantara menerapkan aktivitas *human relations* dalam membangun loyalitas karyawan melalui beberapa aspek utama. Aspek *mutual interest* diterapkan melalui menjalankan pekerjaan sesuai dengan visi, misi, dan fungsi perusahaan, hubungan kerja antardivisi yang efektif dan harmonis, serta pemberian tugas dan peran yang jelas. Aspek *human dignity* diterapkan melalui lingkungan kerja yang manusiawi dan perlakuan adil, memberikan apresiasi dan penghargaan atas prestasi kerja, serta kesempatan untuk pengembangan diri dan mengikuti program pelatihan. Aspek pengelolaan perbedaan individu diterapkan melalui memahami perbedaan latar belakang ras, suku, dan agama, memahami perbedaan pengalaman, serta memberikan ruang aspirasi dan kebebasan berpendapat. Penerapan aktivitas *human relations* tersebut mampu menciptakan hubungan kerja yang harmonis, meningkatkan rasa nyaman dan kebersamaan, serta menumbuhkan rasa memiliki karyawan terhadap perusahaan sehingga berdampak pada meningkatnya loyalitas karyawan terhadap PT. Maha Nagari Nusantara.

Kata Kunci: *Human Relations*, Loyalitas Karyawan, *Mutual Interest*, *Human Dignity*, Perbedaan Individu.

ABSTRACT

Muhammad Ihsan Rabbani: *Human Relations Activities in Building Employee Loyalty at PT. Maha Nagari Nusantara (Qualitative Descriptive Study at PT. Maha Nagari Nusantara Bandung)*

Harmonious working relationships within a company are an important factor in creating employee comfort, commitment, and loyalty to the organization. Employee loyalty is not only influenced by material aspects, but also by the quality of interpersonal relationships built through human relations activities. PT. Maha Nagari Nusantara, a company engaged in innovation of travel bags and accessories through the Torch.id brand, actively implements various human relations activities as an effort to build employee loyalty.

This study aims to identify and analyze human relations activities implemented by PT. Maha Nagari Nusantara in building employee loyalty. The focus of this research is directed at the application of the human relations philosophy proposed by Keith Davis (1962), which includes mutual interest, human dignity, and individual differences in the workplace. This research employs a qualitative descriptive method. Data collection techniques include observation, documentation, and in-depth interviews.

The results of this study conclude that PT. Maha Nagari Nusantara implements human relations activities in building employee loyalty through several key aspects. The mutual interest aspect is applied through performing work in accordance with the company's vision, mission, and functions, effective and harmonious interdivisional working relationships, as well as clear assignment of tasks and roles. The human dignity aspect is implemented through a humane work environment and fair treatment, providing appreciation and rewards for work achievements, and opportunities for self-development and participation in training programs. The management of individual differences is applied by understanding differences in racial, ethnic, and religious backgrounds, recognizing differences in experience, and providing space for aspirations and freedom of expression. The implementation of these human relations activities creates harmonious working relationships, increases comfort and togetherness, and fosters a sense of belonging among employees, which in turn has a positive impact on employee loyalty to PT. Maha Nagari Nusantara.

Keywords: *Human Relations, Employee Loyalty, Mutual Interest, Human Dignity, Individual Differences.*