

## ABSTRAK

### **Evaluasi Pelaksanaan Program *Employee Get Member* di Badan Usaha Milik Negara (Studi Bank Rakyat Indonesia (Persero) Tbk Kantor Cabang Metro Tahun 2014)**

Oleh

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Penelitian ini adalah untuk mendeskripsikan (1) komponen konteks: tujuan Program *Employee Get Member* (2) komponen input: sumber daya manusia, sumberdaya dana/anggaran dan sarana (3) komponen proses: sosialisasi dan pelaksanaan proses pembuatan rekening baru dan (4) komponen produk: ketercapaian jumlah produk yang dihasilkan: *fee based income*, *funding structure* dan *customer base*

Penelitian ini bertujuan untuk mengetahui dan menganalisis Evaluasi Pelaksanaan Program *Employee Get Member* di Badan Usaha Milik Negara studi PT Bank Rakyat Indonesia (Persero), Tbk Kantor Cabang Metro tahun 2014. Metode penelitian yang digunakan adalah tipe penelitian deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara observasi, wawancara mendalam dan dokumentasi.

Hasil penelitian konteks menunjukkan adanya relevansi yang erat antara latar belakang dikeluarkannya program dengan tujuan yang ingin dicapai oleh pihak – pihak terkait (*stakholder*). Hasil input diketahui bahwa sumberdaya manusia dari segi kuantitas sudah cukup banyak. namun, dari segi kualitas atau kesiapan peserta masih kurang, sumberdaya dana yang disediakan belum memadai dan sarana prasarana yang disediakan cukup memadai. Hasil proses menunjukkan bahwa sosialisasi tidak dilakukan secara baik dan proses pembuatan rekening baru tidak sesuai prosedur dan hasil dari produk menunjukkan bahwa secara keseluruhan belum tercapai, meskipun dari *fee based income* dapat mendukung peningkatan laba perusahaan hingga laba meningkat 22% namun dari jumlah pencapaian *customer base* hanya 38.73% dan *funding structure* yaitu sebesar 95.57% yang belum mencapai target yang ditentukan.

Kata Kunci : BUMN, Evaluasi CIPP, Program *Employee Get Member*

## **ABSTRACT**

### **Evaluation of Implementation *Employee Get Member* Program in State-Owned Enterprises (Study of Bank Rakyat Indonesia (Persero) Tbk Branch Metro 2014)**

**By  
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This study was to describe (1) the component context: Destination Program Employee Get Member (2) input components: human resources, financial resources / budget and the means (3) components of the process: dissemination and implementation of the process of making a new account and (4) components product: the achievement of the number of products: fee-based income, funding structure and customer base

This study aims to identify and analyze the Evaluation of Program Implementation Employee Get Member in State Owned Enterprises studies PT Bank Rakyat Indonesia (Persero), Tbk Branch Metro 2014. The research method used is descriptive research type with qualitative approach. Data collection techniques in this study by observation, interview and documentation.

The results of the evaluation study showed a context of close relevance between background issuance program with the objective to be achieved by stakeholder. The result of the input is known that human resources in terms of quantity is already quite a lot. however, in terms of quality or the readiness of the participants are still lacking, resources have not been adequate funding provided and the infrastructure provided is quite adequate. The result of the process shows that socialization is not done properly and the process of making a new account does not match the procedures and results of the product showed that overall has not been achieved, although of fee-based income can support the increase in corporate profits until profits increased by 22%, but from the number of achievements customer base only 38.73% and a funding structure that is equal to 95.57% who have not reached the targets set.

**Keywords:** BUMN, CIPP Evaluation, Employee Get Member Program