

ABSTRAK

ANALISIS SWOT INTERNAL RELATIONS PADA PT INDOMINA LANGGENG SEJAHTERA DALAM MELAKSANAKAN PROGRAM FAMILY GATHERING UNTUK MENINGKATKAN SEMANGAT KARYAWAN

Oleh

DOLY LASROH ITO MALAU

Human Resources Development (HRD) PT Indomina Langgeng Sejahtera melaksanakan perannya sebagai public relations yaitu dengan mengadakan kegiatan internal relations yaitu Program Family Gathering yang baru pertama kali diadakan oleh PT Indomina Langgeng Sejahtera. Human Resources Development (HRD) Menggunakan teori Analisis SWOT dalam merencanakan Program Family Gathering tersebut. Program Family Gathering diadakan bertujuan untuk meningkatkan semangat karyawan. Semangat karyawan berpengaruh besar terhadap kinerja karyawan yang meningkat dan menghasilkan manfaat atau feedback bagi keberhasilan produksi perusahaan.

Kata kunci: human resources development, public Relations, internal relations, family Gathering, analisis SWOT

ABSTRACT

SWOT ANALYSIS OF INTERNAL RELATIONS AT PT INDOMINA LANGGENG SEJAHTERA IN IMPLEMENTING THE FAMILY GATHERING PROGRAM TO IMPROVE EMPLOYEE SPIRIT

By

DOLY LASROH ITO MALAU

Human Resources Development (HRD) of PT Indomina Langgeng Sejahtera carries out its role as public relations, namely by holding internal relations activities, namely the Family Gathering Program which was held for the first time by PT Indomina Langgeng Sejahtera. Human Resources Development (HRD) using SWOT Analysis theory in planning the Family Gathering Program. The Family Gathering program was held to increase employee morale. Employee enthusiasm has a big effect on increasing employee performance and generating benefits or feedback for the company's productions success.

Key words: human resources development, public relations, internal relations, family gathering.