

ABSTRAK

Pertumbuhan dan perkembangan perusahaan *Fast Moving Consumer Goods (FMCG)* di dunia yang semakin meningkat akan mendorong perusahaan-perusahaan *Fast Moving Consumer Goods (FMCG)* di Indonesia bersaing untuk meningkatkan kinerja perusahaan dengan cara meningkatkan kompetensi SDM yang ada serta mempertahankan SDM yang berkualitas yang telah ada di perusahaan serta meminimalkan tingkat *turnover* yang telah terjadi. Kondisi demikian menyebabkan perancangan *Employee Retention Program* menjadi sangat penting untuk mempertahankan karyawan yang berkualitas agar tetap bertahan di perusahaan agar bisa tetap bersaing dengan perusahaan lain. PT. Surya Pratista Utama harus benar-benar mempersiapkan Sumber Daya Manusia yang berkualitas untuk menghadapi tantangan yang semakin berat.

Penelitian ini bertujuan untuk mengetahui bagaimanakah rancangan *Employee Retention Program* untuk meminimalkan *turnover* di PT. Surya Pratista Utama. Metode yang digunakan di dalam penelitian ini adalah pendekatan kualitatif.

Penelitian ini didapatkan bahwa PT. Surya Pratista Utama saat ini telah melakukan *Employee Retention Program* akan tetapi belum bisa menekan tingkat *turnover* karyawan yang telah terjadi. Penyebab terjadinya *turnover* pada PT Surya Pratista Utama disebabkan oleh peluang karir dan penghargaan yang masih kurang sesuai dengan harapan karyawan. Peneliti mengusulkan beberapa *Employee Retention Program* pada PT. Surya Pratista Utama untuk meminimalkan terjadinya *turnover* karyawan yang terfokus pada peluang karir dan penghargaan. Rancangan ini masih dalam bentuk draft.

Penelitian ini diharapkan dapat menjadi referensi dan masukan dalam proses rancangan *Employee Retention Program* di PT. Surya Pratista Utama.

Kata Kunci: *Turnover*, Proses *Turnover*, *Employee Retention*, *Employee Retention Program*

Abstract

Growth and development of Fast Moving Consumer Goods (FMCG) in a world that increasingly will encourage companies Fast Moving Consumer Goods (FMCG) in Indonesia compete to improve corporate performance by improving the competence of existing human resources and retain qualified human resources that already exist. The company as well as to minimize the level of turnover that has occurred. PT. Surya Pratista Hutama as one of the companies engaged in the business of Fast Moving Consumer Goods (FMCG) in Indonesia should be able to face challenges and competition in the market of Fast Moving Consumer Goods (FMCG) are increasingly strict in competition between companies. Competitive conditions that exist in Indonesia, PT Surya Pratista memuntut Hutama should have the advantage in competence, especially to maintain the quality of Human Resources. Such conditions lead to the design of Employee Retention Program is very important to maintain qualified employees in order to remain in the company in order to remain competitive with other companies. PT. Surya Pratista Hutama should really prepare Resources Manusia qualified to face increasing challenges.

This study aims to determine how the design of Employee Retention Program to minimize turnover at the PT. Surya Pratista Hutama. The method used in this study is a qualitative approach.

This study, it was found that PT. Surya Pratista Hutama currently has no Employee Retention Program but have not been able to suppress the turnover rate of employees that have taken place. PT. Surya Pratista Employee Retention Hutama need to evaluate existing programs and focus more on career peeluang programs and awards. This design is still in draft form.

This study is expected to be a reference and input in the design process Employee Retention Program in PT. Surya Pratista Hutama.

Keywords: Turnover, Turnover Processes, Employee Retention, Employee Retention Program,