

## RINGKASAN

### Pengembangan Rancangan Pelatihan Financial Advisor PT. AIG Life Regional IV Jawa Timur

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Proses pelatihan adalah salah satu fungsi utama untuk mengembangkan karyawan dalam sumber daya manusia, karena nantinya proses ini yang akan menentukan apakah seorang karyawan mempunyai kemampuan sesuai dengan kebutuhan organisasi. Proses pelatihan pada dasarnya adalah untuk menambah kompetensi karyawan agar dapat mencapai produktivitas sesuai dengan harapan organisasi.

Penelitian ini berusaha mengembangkan kemampuan *Financial Advisor (FA)* melalui pengembangan rancangan pelatihan yang sudah ada dengan memisahkan jenis pelatihan yang mampu meningkatkan kualitas sumber daya manusia yang didapatkan pada proses pelatihan. Jenis pelatihan ini adalah pelatihan SDM berbasis kecerdasan spiritual (SQ) dan kecerdasan emosional (EQ), obyek penelitian ini adalah karyawan PT. AIG Life Regional IV Jawa Timur untuk posisi tenaga pemasaran yang disebut *Financial Advisor (FA)*.

Penelitian ini diawali dengan melakukan survey kinerja Financial Advisor (FA) PT. AIG Life Regional IV Jawa Timur mulai bulan Desember 2005 sampai April 2006 setelah itu melakukan diskusi dengan ASM dari PT. AIG Life Regional IV Jawa Timur untuk menentukan kata kunci yang menjadi panduan proses pelatihan. Kata kunci ini merupakan ringkasan dari kebutuhan perusahaan akan sumber daya manusia yang dibutuhkan. Kemudian dilakukan penelitian faktor dalam diri Financial Advisor, faktor tersebut adalah faktor internal Financial Advisor. Penelitian ini dilakukan dengan teknik pencarian informasi dengan metode *Focus Group Discussion (FGD)* untuk mencari kebutuhan SDM yang layak bagi Financial Advisor.

Hasil dari penelitian ini menunjukkan bahwa proses pelatihan senantiasa berdasarkan kebutuhan perusahaan. Pengembangan rancangan pelatihan yang dilakukan pada dasarnya adalah untuk menyempurnakan proses pelatihan yang lama dengan paradigma pengembangan SDM yang semakin dinamis dengan mengintegrasikan kecerdasan spiritual (SQ), kecerdasan emosional (EQ) dan kecerdasan intelektual (IQ) meskipun dengan biaya ekstra namun relevan dan signifikan bagi karyawan yang menempati posisi Financial Advisor.

Penelitian ini memiliki keterbatasan yaitu karena kendala jarak yang jauh sehingga informasi yang didapat bukan dari Financial Advisor secara langsung, namun berasal dari observasi perilaku yang dilakukan oleh atasan langsung Financial Advisor sehingga untuk menyempurnakan penelitian objeknya Financial Advisor secara langsung.

## SUMMARY

### Financial Advisor Training Design Development of PT. AIG Life Regional 4<sup>th</sup> East Java

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Training process is one of main function for developing human resources because it finally will determine whether employees have appropriate ability to organization needs or not. Basically, training process is purposed to increase employees competency in order to produce sufficient and appropriate productivity that meet the organization wish.

This research tries to develop existing training design by excluding the training which is able to increase human resources quality obtained from training process. This kind of training is human resources training which has Spiritual Quotient (SQ) and Emotional Quotient (EQ) background. The research objects were PT. AIG Life Regional 4<sup>th</sup> East Java employees who hold Financial Advisor (FA) position.

Initially, this research surveyed Financial Advisor (FA) of PT. AIG Life Regional 4<sup>th</sup> East Java performance from December 2005 to April 2006 followed by discussions with ASM from PT. AIG Life Regional 4<sup>th</sup> East Java for determining keywords which would be the orientation of the training process. These keywords were summarized from what enterprise human resources needs. Later, factors research in Financial Advisor (FA) was conducted. The factor was Financial Advisor (FA) internal factor. This research was conducted by using Focus Group Discussion (FGD) as method of information searching technique for searching decent human resources needed for Financial Advisor (FA).

The result of this result of this research show that training process based on enterprise need. Basically, the performed training design development was a perfection of previous training process with addition of dynamic human resources development, i.e. integration of Spiritual Quotient (SQ), Emotional Quotient (EQ), and Intellectual Quotient (IQ), although integration was more costly, it is far more relevant and significant for employees who hold position of Financial Advisor (FA).

This research has several limitations, i.e. far distance constraint resulting in gotten information was not gathered directly from Financial Advisor (FA), but from direct supervisors of Financial Advisor (FA) observation. So if there is another research, then the objects should be directly targeted to the Financial Advisor (FA).

## ABSTRACT

### Financial Advisor Training Design Development of PT. AIG Life Regional 4<sup>th</sup> East Java

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This research is mainly purposed to develop training design for Financial Advisor (FA) of PT. AIG Life Regional 4<sup>th</sup> East Java. This position plays important role in a banking insurance service enterprise because of its role in initial production. Financial Advisor (FA) is a person who handles marketing activity of enterprise's product. Previous training for Financial Advisor (FA) has incorporated Intellectual Quotient and Emotional Quotient materials characteristics. As a result Financial Advisor (FA) applied training material only as a routine activities, without any sufficient emotional ability.

This research is a qualitative research. Interviews were held to collect research data. Development process was begun by determining keywords that would be used as a guidance to seek the appropriate human resources. The chosen informants who recognized enterprise condition were interviewed. Five keywords were resulted from the process, i.e. positive, constructive, trustworthy, ethical, and compassionate. Basically, the entire training process has been based on previous training model but this new one has separated both enterprise operational technical aspect and positive mental creation aspect.

Using enterprise keywords as orientation, data searching was held as Focus Group Discussion (FGD) of the informants. Afterward, the results of Focus Group Discussion (FGD) was used as analyses material to previous training model and the result were developed to be the new designed training.

The result of this research is Financial Advisor (FA) Training Design Development which has basic on internal aspect (Emotional Quotient). Data research had recognized that Financial Advisor (FA) applied research's result, but they merely used their intellectual ability, without emotional ability.

**Keywords:** financial advisor training design development; spiritual quotient; and emotional quotient.