

EMPLOYEE ENGAGEMENT PADA PERUSAHAAN START-UP PT CENTRA TEKNOLOGI INDONESIA

**Rohayatul Janah
Aneke Dewi Rahayu**

Program Studi Psikologi, Fakultas Bisnis dan Humaniora
Universitas Teknologi Yogyakarta
Email: rohayatuljanah38@gmail.com

ABSTRAK

Perusahaan start-up menjadi salah satu tren sektor bisnis yang sedang berkembang pesat. Banyaknya jumlah start-up di Indonesia membuat gelombang persaingan semakin kuat, sehingga tidak semua perusahaan mampu bertahan. Adapun salah satu faktor penting bagi perusahaan untuk dapat menjaga keberlangsungan usahanya yaitu sumber daya manusia. Keterikatan atau keterlibatan karyawan yang ditunjukkan melalui sikap positif dalam menjalankan pekerjaannya agar mampu mencapai tujuan dan keberhasilan organisasi adalah employee engagement. Penelitian ini secara khusus bertujuan untuk mengetahui bagaimana employee engagement pada perusahaan start-up PT Centra Teknologi Indonesia. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan studi kasus. Pemilihan subjek penelitian menggunakan teknik purposive sampling. Subjek dalam penelitian ini terdiri dari tiga orang karyawan PT Centra Teknologi Indonesia dan tiga significant other. Pengambilan data dilakukan dengan metode observasi partisipasi pasif, wawancara semi terstruktur, dan dokumentasi. Hasil penelitian menunjukkan bahwa ketiga subjek memiliki employee engagement yang tinggi atau fully-engaged. Artinya, ketiga subjek memiliki keterlibatan yang penuh dalam upaya mencapai tujuan perusahaan. Employee engagement yang dimiliki oleh ketiga subjek dianalisis menggunakan aspek dari Schaufeli, dkk (dalam Schaufeli, 2013) yaitu vigor, dedication, dan absorption. Ketiga subjek mampu bekerja secara produktif dan berkualitas, berkontribusi pada keberlangsungan perusahaan, memiliki komitmen dan bersedia bertahan dalam waktu yang panjang.

Kata kunci: *employee engagement, karyawan, start-up*

EMPLOYEE ENGAGEMENT IN START-UP COMPANIES PT CENTRA TEKNOLOGI INDONESIA

Rohayatul Janah
Aneke Dewi Rahayu

Psychology Study Program, Faculty of Business and Humanities
University of Technology Yogyakarta
Email: rohayatuljanah38@gmail.com

ABSTRACT

Start-up companies are one of the rapidly growing business sector trends. The large number of start-ups in Indonesia makes the wave of competition stronger, so that not all companies are able to survive. One of the important factors for a company to be able to maintain its business continuity is human resources. Employee engagement or involvement shown through a positive attitude in carrying out their work in order to be able to achieve organizational goals and success is employee engagement. This study specifically aims to find out how employee engagement is at the start-up company PT Centra Teknologi Indonesia. The research method used is a qualitative method with a case study approach. The selection of research subjects using purposive sampling technique. The subjects in this study consisted of three employees of PT Centra Teknologi Indonesia and three significant others. Data were collected using passive participation observation methods, semi-structured interviews, and documentation. The results showed that the three subjects had high employee engagement or were fully-engaged. That is, the three subjects have full involvement in efforts to achieve company goals. Employee engagement of the three subjects was analyzed using aspects from Schaufeli, et al (in Schaufeli, 2013) namely vigor, dedication, and absorption. The three subjects are able to work productively and with quality, contribute to the company sustainability, have commitment and are willing to survive for a long time.

Keywords: *employee engagement, employee, start-up*