

EMPLOYEE ENGAGEMENT DI ERA PANDEMI PADA KARYAWAN PT KALBE NUTRITIONALS KARTASURA

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ABSTRAK

Kinerja karyawan dipengaruhi oleh faktor individu yang dinilai mampu untuk meningkatkan keterikatan seseorang demi keberhasilan perusahaan adalah employee engagement. Kalbe Nutritionals yang berdiri sejak 1982 serta berulang kali mengganti brand identity mampu bertahan, berkembang, dan terkenal di era pandemi saat ini bersama sejumlah karyawannya, meskipun banyak batasan-batasan yang terjadi di era pandemi. Sedangkan hasil survei Gallup pada tahun 2013 menunjukkan bahwa employee engagement yang dimiliki karyawan hanya berlangsung enam bulan pertama. Teori yang digunakan dalam penelitian ini mengacu pada teori Tujuh Dimensi Employee Engagement dari Febriansyah dan Ginting (2020). Penelitian ini bertujuan untuk mengetahui employee engagement karyawan Kalbe Nutritionals dengan menggunakan empat subjek penelitian. Subjek penelitian merupakan Kalbe Nutritionals yang berusia antara 23 – 45 tahun dengan masa kerja lebih dari satu tahun. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi. Hasil penelitian ini, yaitu: 1) Keempat subjek memiliki employee engagement yaitu energi, Kebanggaan terhadap institusi, intensi pengunduran diri, sikap proaktif, kritik konstruktif, daya tahan, dan mempromosikan instansi ditunjukkan dengan sikap yang berbeda-beda. 2) Masa jabatan karyawan tidak mempengaruhi tingkat employee engagement karyawan.

Kata Kunci: *Employee Engagement, Kalbe Nutritionals, Tujuh Dimensi*

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ABSTRACT

Employee performance is built by individual factors that is regarded capable to increasing one's engagement for the success of the company, it is called by employee engagement. Kalbe Nutritionals, which was founded in 1982 and has repeatedly changed its brand identity, has been able to survive, grow, and become famous in the current pandemic era along with a number of its employees, despite the many limitations that occurred in the pandemic era. Meanwhile, the results of a Gallup survey in 2013 showed that employee engagement only lasted for the first six months. The theory used in this study refers to the Seven Dimensions of Employee Engagement theory from Febriansyah and Ginting (2020). This study tries to find employee engagement of Kalbe Nutritionals employees using four research subjects. The research subjects were Kalbe Nutritionals aged between 23 – 45 years with more than one year of service. This study uses a qualitative research method with a case study approach. Data collection techniques were carried out by interviews, observation, and documentation. The results of this study are: 1) The four subjects have employee engagement, namely energy, pride in the institution, intention to resign, proactive attitude, constructive criticism, endurance, and promotion of the institution shown by different attitudes. 2) Employee tenure does not affect the level of employee engagement.

Keywords: Employee Engagement, Kalbe Nutritionals, Seven Dimensions