

PENERAPAN MOTIVASI KERJA PADA KARYAWAN PT PEGADAIAN PERSERO CABANG NGUPASAN YOGYAKARTA

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Abstrak

Penelitian ini dilakukan di PT Pegadaian Persero Cabang Ngupasan, Yogyakarta. Untuk mengetahui bagaimana penerapan penerapan motivasi kerja pada karyawan PT Pegadaian Persero Cabang Ngupasan Yogyakarta. Penelitian ini merupakan penelitian kualitatif dengan data primer yang diperoleh secara langsung dari hasil wawancara dan observasi di PT Pegadaian Persero Cabang Ngupasan, Yogyakarta. Langkah-langkah analisis kualitatif dilakukan dengan melalui empat tahapan, yaitu pengumpulan data, reduksi data, display data, dan pengambilan kesimpulan. Hasil penelitian ini menunjukkan bahwa PT Pegadaian Persero Cabang Ngupasan Yogyakarta memotivasi karyawan dengan harga diri serta prestasi melalui pemberian penghargaan seperti bonus dan sejumlah uang, memotivasi dengan memenuhi kebutuhan karyawannya seperti tempat tinggal/rumah dinas/mess bagi karyawan OJT, memotivasi dengan kondisi kerja seperti memberikan fasilitas kantor yang maksimal, memotivasi dengan keamanan dan keselamatan seperti pemberian kartu tunjangan kesehatan Mandiri Inhealt disemua karyawan, dan memotivasi dengan hubungan interpersonal seperti controlling dan memonitoring karyawannya setiap seminggu dua kali melalui zoom meeting dan satu sekali sebulan secara luring.

Kata kunci: *Motivasi Kerja*

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**APPLICATION OF WORK MOTIVATION TO EMPLOYEES OF PT
PEGADAIAN PERSERO CABANG NGUPASAN YOGYAKARTA**

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Abstract

This research was conducted at PT Pegadaian Persero Ngupasan Branch, Yogyakarta to find out how the application of work motivation to employees of PT Pegadaian Persero Ngupasan Branch Yogyakarta. This study is a qualitative research with primary data obtained directly from interviews and observations at PT Pegadaian Persero Ngupasan Branch, Yogyakarta. The steps of qualitative analysis are carried out through four stages which are data collection, data reduction, data display, and conclusion drawing. The results of this study indicate that PT Pegadaian Persero Ngupasan Branch Yogyakarta motivates employees with self-esteem and achievement through giving awards such as bonuses and a sum of money, motivates by meeting the needs of its employees such as housing/office housing/mess for OJT employees, motivates by working conditions such as giving maximum office facilities, motivating with security and safety such as providing Mandiri Inhealt health benefits cards for all employees, and motivating with interpersonal relationships such as controlling and monitoring employees twice a week through zoom meetings and once a month offline.

Keywords: *Work Motivation*

