

## **PENYUSUNAN RANCANGAN MANAJEMEN KINERJA DI PT. ALTERNATIVE MEDIA GROUP (AMG)**

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### **Abstrak**

Berkembangnya era digital dan perusahaan yang bergerak dalam industri iklan media luar ruang mulai memasukan aspek teknologi digital kedalam media luar ruang. Beragam teknologi yang inovatif dan atraktif dari pemain pasar semakin berlomba-lomba menunjukkan kualitas dan efektifitas perusahaan. Salah satu Perusahaan yang sedang gencar dalam melakukan media luar ruang adalah PT. Alternative Media Group (AMG). PT. AMG teridentifikasi memiliki strategi bisnis Prospektor (Miles dan Snow, 1984). Dengan melihat strategi perusahaan yang sangat agresif menjadi pemimpin pasar, strategi perusahaan juga harus dirumuskan secara efektif baik dari berbagai fungsi, salah satunya fungsi Sumber Daya Manusia (SDM). Manajemen kinerja merupakan faktor penting terhadap perusahaan karena dapat memberikan kontribusi positif. Dengan mengimplementasikan manajemen kinerja di perusahaan dapat (1) memotivasi karyawan dalam meningkatkan kinerja, (2) meningkatkan kompetensi dan kemampuan karyawan, (3) meningkatkan level of engagement kepada perusahaan, dan (4) meningkatkan komitmen karyawan kepada perusahaan. Sampling yang telah dilakukan mengenai manajemen kinerja di PT. AMG menunjukkan bahwa 35% menyatakan bahwa performance planning belum ideal dan 31% menyatakan bahwa performance execution belum ideal. Berdasarkan fenomena tersebut, penulis menyusun rancangan manajemen kinerja di PT. AMG menggunakan mixed model berdasarkan Spencer dan Spencer (1993) dengan menggabungkan *result approach* dan *behavior approach*.

Kata kunci:

Manajemen Kinerja, Prospektor, Mixed Model

# **FORMULATION OF PERFORMANCE MANAGEMENT DESIGN IN PT. ALTERNATIVE MEDIA GROUP (AMG)**

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## **Abstract**

The development of the digital era and companies engaged in out of home media advertising industry began to incorporate aspects of digital technology into outdoor media. A variety of innovative and attractive technologies from market players increasingly vying to show the quality and effectiveness of the company. One of the Company that is being intensively in doing out of home media is PT. Alternative Media Group (AMG). PT. AMG is identified to have a Prospector business strategy (Miles and Snow, 1984). By looking at the company's aggressive strategy of becoming a market leader, the company's strategy must also be formulated effectively from various functions, one of which is Human Resource (HR). Performance management is an important factor to the company because it can contribute positively. By implementing the performance management in the company can (1) motivate employees in improving performance, (2) improve employee competence and ability, (3) increase level of engagement to company, and (4) increase employee commitment to company. Sampling has been done on performance management in PT. AMG showed that 35% stated that performance planning was not ideal and 31% stated that performance execution was not ideal yet. Based on the phenomenon, the authors arrange the design of performance management in PT. AMG uses mixed models based on Spencer and Spencer (1993) by combining the result approach and behavior approach.

Kata kunci:

Performance Management, Prospector, Mixed Model