

ABSTRAK

Rancangan Perbaikan Sistem Manajemen Kinerja Divisi *Marketing* PT. XYZ

Manajemen Kinerja adalah sebagai proses yang dilakukan manajer untuk memastikan bahwa kegiatan karyawan dan hasil kerja karyawan sejalan dengan tujuan organisasi atau perusahaan dengan menganalisis tahapan yang ada meliputi *performance planning, performance execution and monitoring, performance appraisal, performance review and feedback*. Tujuan dari penelitian ini adalah mengetahui bagaimana penerapan sistem manajemen kinerja yang ada di divisi *marketing* PT. XYZ. Jenis penelitian ini merupakan penelitian kualitatif dan kuantitatif dengan metode pengumpulan data yaitu wawancara, observasi, dan kuesioner. Hasil dari penelitian ini ditemukan bahwa praktek manajemen kinerja yang ada di PT. XYZ diperlukan perbaikan minor dan mayor pada setiap tahapannya. Hasil penelitian ini berupa rekomendasi dari setiap tahapannya mulai dari menetapkan KPI, membuat *performance dashboard*, hingga kebijakan mengenai penggajian karyawan.

Kata Kunci : Manajemen Kinerja, *KPI, Performance Dashboard Performance Planning, Performance Execution and Monitoring, Performance Appraisal, Performance Review and Feedback*.

ABSTRACT

Design of Improvement of The Performance Management System of the Marketing Division of PT. XYZ

Performance Management is a process carried out by managers to ensure that employee persistence and employee work results are in line with the goals of the organization or company by analyzing existing stages including performance planning, performance execution and monitoring, performance appraisal, performance review and feedback. The purpose of this study is to find out how the implementation of the performance management system in the marketing division of PT. XYZ. This type of research is qualitative and quantitative research with data collection methods, namely interviews, observations, and questionnaires. The results of this study found that the performance management practices in PT. XYZ requires minor and major repairs at each stage. The results of this study are in the form of recommendations from each

stage starting from setting KPI, creating performance dashboards, to policies regarding employee payroll.

Keywords : Performance Management, KPI, Performance Dashboard, Performance Planning, Performance Execution and Monitoring, Performance Appraisal, Performance Review and Feedback.