

ABSTRAK

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Program : Manajemen
Judul : Rancangan Strategi Employee Retention Management Trainee
Milennial PT. Great Giant Pineapple Lampung Tahun 2020-2022

Penelitian ini bertujuan untuk merancang strategi *employee retention management trainee* milenial PT. Great Giant Pineapple Lampung tahun 2020-2022, Untuk menurunkan tingkat *turnover* perusahaan. Faktor-faktor retensi yang digunakan dalam penelitian ini untuk membantu peneliti dalam merancang strategi adalah kepemimpinan, kompensasi, peluang karir, hubungan kerja. Alat survei yang digunakan menggunakan kuesioner dan wawancara dengan jumlah responden kuesioner 136 karyawan *management trainee* generasi milenial yang bekerja di perusahaan GGP. Metode yang digunakan dalam mengolah data menggunakan *Importance Performance Analysis* (IPA) di mana hasil data yang diolah dalam bentuk kuadran 1 sampai 4. Hasil dari penelitian ini berupa rekomendasi strategi retensi yang dirancang dalam bentuk program-program untuk mempertahankan karyawan 3 tahun kedepan. Program-program yang dirancang di sini dirancang berdasarkan analisis kuadran 1 pada hasil survei IPA yaitu faktor retensi kepemimpinan dan kompensasi.

Kata kunci : Strategi *employee retention*, retensi

ABSTRACT

Name : Panji Rahmana Aniswara
Study Program : Management
Title : Design of Employee Retention Strategies Management Trainee
Millennial PT. Great Giant Pineapple Lampung Year 2020-2022

This study aims to design an employee retention strategy for millennial management trainee of PT. Great Giant Pineapple Lampung in 2020-2022, To reduce the company's turnover rate. Retention factors used in this study to assist researchers in designing strategies are compensation, career opportunities, awards, design assignments, work relationships. The survey tool used was a questionnaire with the number of respondents 136 employees of the millennial generation management trainee who worked in GGP companies. The method used in processing data uses the Importance Performance Analysis (IPA) where the results of the data are processed in the form of quadrants 1 to 4. The results of this study are in the form of retention strategy recommendations designed in the form of programs to retain employees for the next 3 years. Programs designed here are made based on an analysis of retain company direction, the results of the IPA survey are retention factors of leadership and compensation, and retain activities that exist in the company.

Keyword : Strategy employee retention, retention