

## **ABSTRACT**

### Design of Employee Engagement Program at PT. X

Highly Human Resource needs make company has to increase employee engagement. This research uses Utrecht Work Engagement Scale questionnaire in preliminary to determine level of engagement with value of vigor 4.89, dedication of 5.00, absorption of 4.66 that values show not engaged employees. Then Important Performance Analysis questionnaire for 160 respondents to determine employee's perception, the results are 8 programs in quadrant I, 7 programs in quadrant II, 5 programs in quadrant III, 2 programs in quadrant IV. This research also uses interview and observation methods. The results are optimizing company and corporate bonus program, optimizing incentive performance, optimizing employee gathering and outbound, and night stars.

**Kata Kunci:** Absorption, Bonus, Dedication, Employee engagement, Employee gathering, Important performance analysis, Incentive, Outbound, Utrecht work engagement scale, Vigor

## ABSTRAK

### Rancangan Program *Employee Engagement* di PT. X

Kebutuhan SDM yang tinggi di PT. X membuat perusahaan perlu meningkatkan *employee engagement*. Penelitian ini menggunakan kuesioner *Utrecht Work Engagement Scale* untuk mengetahui level *engagement* pada *preliminary* yaitu *vigor* 4.89, *dedication* 5.00, *absorption* 4.66 menunjukkan *not engaged employees*. Kemudian kuesioner *Important Performance Analysis* pada 160 responden untuk mengetahui persepsi karyawan, hasilnya 8 program di kuadran I, 7 program di kuadran II, 5 program di kuadran III, 2 program di kuadran IV. Penelitian juga menggunakan metode wawancara dan observasi. Hasilnya dibuat rancangan program optimalisasi bonus *Projek dan corporate*, optimalisasi *Insentif performance*, *panti binaan*, optimalisasi *employee gathering* dan *outbound*, dan *star night*.

**Kata Kunci:** *Absorption, Bonus, Dedication, Employee engagement, Employee gathering, Important performance analysis, Insentif, Outbound, Utrecht work engagement scale, Vigor*