

ABSTRACT

PT ABC is a telecommunication company that provide product and services in telecommunication informatics, and networks that have target to become one of ten the biggest market capitalizations Asian Pasific telecommunication industry company in 2020. Employee productivity is increasingly important to be the goal of the company achieved. However, PT ABC have a problem with the level of employee engagement which decreased from 84.49% to 81.50% due to several factors such as the z-generation and millenial-y engagement levels whisch tended to have lower engagement rates than the previous generation. Whereas to achieve company goals, it is known that employees who have high engagement and satisfaction with the company will tend to have a sense of and contribute to the company that it will spur to work more productively. The purpose of this study was to measure the level of employee engagement and satisfaction than design a program to increase employee engagement.

In this reasearch, using a model from consultant Aon Hewitt in designing measuring instruments carried out on 30 employees. This measurement tool is used to measure the level of engagement and satisfaction. Furthermore, an analysis was conducted on the design of employee engagement improvement programs using the PDBO method.

Based on the results of the research, the value of engagement level at PT ABC As for designing engagement programs there are references to several aspects that have a low value on aspects of satisfaction namely 5.77 (leadership), 7.13 (the work), dan 5.70 (the basic). The conclusion is employee engagement program that have to build is Fast Feedback, Goals, and Points.

Keywords : Employee Engagement, Satisfaction, PDBO