

Analisis pengaruh iklim komunikasi internal terhadap employee engagement dalam upaya mengkomunikasikan implementasi Corporate Social Responsibility (CSR): kajian pada komunikasi internal di PT. Freeport Indonesia = Analysis of internal communication climate effect over employee engagement in order to communicate the implementation of corporate social Responsibility (CSR) (Study of Internal Communication in PT. Freeport Indonesia).

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Abstrak

Penelitian ini membahas tentang pengaruh iklim komunikasi internal terhadap employee engagement sehingga karyawan ikut mengkomunikasikan implementasi CSR kepada pihak eksternal. Pendekatan yang digunakan dalam penelitian ini adalah penelitian campuran (mixed methods) yaitu mengkombinasikan metode penelitian kuantitatif dan metode kualitatif dalam satu penelitian. Responden dalam penelitian ini adalah karyawan yang bekerja di Kantor Pusat PT. Freeport Indonesia. Iklim komunikasi internal diukur dengan menggunakan Dennis communication climate survey (Dennis, 1974), employee engagement diukur menggunakan model AON Hewitt (2015) dan komunikasi CSR diukur dengan turunan definisi dari Podnar (2008). Hasil penelitian ini adalah iklim komunikasi internal berpengaruh signifikan terhadap keterlibatan karyawan (employee engagement). Sedangkan employee engagement berpengaruh signifikan terhadap komunikasi CSR. Iklim komunikasi internal juga memiliki peran stratejik dan sentral dalam perusahaan sehingga akan berpengaruh kepada produktifitas dan reputasi perusahaan.

.....This study discusses about the effect of internal communication climate over employee engagement so that employees participate in communicating the implementation of CSR to external parties. The research used in this study is mixed methods research, which combines quantitative research methods and qualitative methods. Respondents in this study were employees working at PT. Freeport Indonesia's Head Office. Internal communication climate measured by using the Dennis communication climate survey (Dennis, 1974), employee engagement measured by using the AON Hewitt (2015), and CSR communication measured by derivative definitions from Podnar (2008). The results of this study are the internal communication climate has a significant effect on employee engagement. While employee engagement has a significant effect on CSR communication. The internal communication climate also has a strategic and central role in the company so that it will affect the productivity and the reputation of the company.