

ABSTRAK

Audit Komunikasi Kegiatan Penempatan dan Pindahan Kerja Pegawai dalam Kegiatan *Employee Relations* Perwakilan Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN) Provinsi Sumatera Barat

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Penelitian ini membahas mengenai audit komunikasi kegiatan penempatan dan pindahan kerja pegawai dalam kegiatan *employee relations* guna mengetahui efektivitas hubungan internal. *Public Relations* (Humas) Pemerintah memiliki tugas audit komunikasi sesuai dengan Peraturan Menteri Negara Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia. Hal ini juga berlaku pada instansi Pemerintah Perwakilan BKKBN Provinsi Sumatera Barat. Penelitian ini bertujuan untuk mendeskripsikan kegiatan *employee relations* dan melakukan audit komunikasi kegiatan penempatan dan pindahan kerja pegawai dalam kegiatan *employee relations* Perwakilan BKKBN Provinsi Sumatera Barat.

Penelitian ini menggunakan metode deskriptif kualitatif. Hasil penelitian dianalisis berdasarkan pemikiran mengenai konsep *employee relations* dan dihubungkan dengan Teori Hubungan Manusia Elton Mayo serta Pedoman Audit Komunikasi di Lingkungan Instansi Pemerintah.

Hasil penelitian ini menunjukkan bahwa kegiatan *employee relations* Perwakilan BKKBN Provinsi Sumatera Barat adalah program pendidikan dan pelatihan, program motivasi kerja berprestasi, program penghargaan, program acara khusus, program media komunikasi internal, penempatan dan pindahan pegawai, penerimaan pegawai baru, kenaikan pangkat dan kondite karyawan, pemutusan kerja, pensiun dan jaminan sosial. Kemudian hasil audit komunikasi kegiatan penempatan dan pindahan kerja pegawai dalam kegiatan *employee relations* Perwakilan BKKBN Provinsi Sumatera Barat tersebut efektif. Efektivitas ini dilihat dari adanya sistem manajemen yang terbuka, kesadaran terhadap nilai dan pentingnya memelihara komunikasi timbal balik dengan para pegawai, kemampuan manajer Humas yang memiliki keterampilan manajerial serta berpengalaman.

Kata kunci: *Employee Relations*, BKKBN Sumatera Barat, Audit Komunikasi

ABSTRACT

Event Communications Audit Work Placement and Transfer of Employees in Activities of Employee Relations Representative Population and Family Planning Agency (BKKBN) of West Sumatra Province

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This study discusses the communication audit activities of placement and movement of employees working in employee relations activities in order to determine the effectiveness of internal relations. Public Relations (PR) government has the task of auditing the communication in accordance with Regulation of the Minister of State for Administrative Reform and Bureaucratic Reform of the Republic of Indonesia. This also applies to government agencies Representative BKKBN West Sumatra Province. This study aimed to describe the activities of employee relations and communication activities conducting audits placement and movement of employees working in the activities of employee relations representative BKKBN West Sumatra Province.

This study used descriptive qualitative method. The results were analyzed based on the notion of the concept of employee relations and associated with Theory of Human Relations of Elton Mayo and Audit Guidelines on Environmental Communication Government Agencies.

The results of this study indicate that the activities of employee relations representative BKKBN West Sumatra province is the education and training programs, motivational programs work achievement, awards program, a program of special events, program internal communication media, placement and movement of employees, recruitment of new employees, promotions and efficiency report employee, termination of employment, pensions and social security. Then the results of the audit communication activities placement and movement of employees working in the activities of employee relations representative BKKBN West Sumatra province were effective. Effectiveness is seen from an open management system, awareness of the value and importance of maintaining a reciprocal communication with employees, the ability of PR managers who have managerial skills as well as experienced.

Keywords: Employee Relations, BKKBN West Sumatra, Audit Communications