

## Analisis persepsi karyawan terhadap perencanaan karir sumber daya manusia pada Kantor Pusat PT. Granton Marketing di Jakarta

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### Abstrak

Penelitian ini dilatarbelakangi oleh adanya kenyataan yang sering terjadi pada setiap perusahaan, khususnya pada perusahaan yang memiliki perencanaan karir untuk memfasilitasi karyawannya agar tetap bertahan, berkembang dan mengalami kemajuan. Dengan fokus permasalahan: bagaimana persepsi karyawan Terhadap perencanaan karir sumber daya manusia pada kantor pusat PT. Granton Marketing di Jakarta. Dari rumusan masalah di atas, maka penelitian ini bertujuan untuk mendapatkan informasi berdasarkan fakta dan data yang valid. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Penarikan sampel dilakukan dengan menggunakan total sampling yang berjumlah sebanyak 40 responden. Instrumen penelitian menggunakan kuesioner yang berisi 18 pernyataan dan. Teknik analisis data menggunakan Analisis univariat yaitu distribusi frekuensi dan hasil jawaban dari kuesioner dilakukan menggunakan skala Likert.

Data penelitian ini diambil dari dua sumber yaitu data primer, data yang diperoleh secara langsung dari responden sebagai sumber data melalui penyebaran kuesioner dan wawancara di lokasi penelitian, kedua yaitu data sekunder, yaitu data pendukung atau pelengkap data primer yang diperoleh dari dokumen atau literatur yang berhubungan dengan penelitian ini. Berdasarkan pada teori Ivancevich bahwa hasil penelitian ini adalah perusahaan perlu melakukan evaluasi terhadap perencanaan karir di perusahaan berupa pelayanan informasi, konseling, mentoring, penilaian kerja dan pelatihan agar mampu menyesuaikan perencanaan karir individu dengan rencana karir yang ada di organisasi.

*<i>*This research was formed the background by the existence of the reality that often happened to each company, especially to the company that had career planning to facilitate his employee in order to continue to remain, develop and experience the progress. With the focus of the problem: how the perception of the employee towards planning of the human resources career to the PT. Granton Marketing head office in Jakarta. From the formulation of the problem above, then this research aimed at getting information was based on the fact and the valid data. This research was the research kuantitatif dengan the descriptive design. The pulling of the sample was carried out by using the total sampling that was numbering totalling 40 respondents. The instrument of the research used the questionnaire that contained 18 statements and. Technically the analysis of the data used the Analysis univariat that is the distribution of the frequency and results of the answer of kuestioner was carried out used the Likert scale.

This research data was taken from two sources that is the primary data, the data that was received directly from the respondent as the source of the data through the spreading of the questionnaire and the interview in the location of the research, the two that is the secondary data, that is the supporting data or primary data accessories that were received from the document or literature that was connected with this research. Be

based on in the Ivancevich theory that results of this research of being the company must carry out the evaluation towards career planning in the company took the form of the information service, counselling, mentoring, the assessment of the work and the training in order to be able to adapt planning of the individual career to the available career plan in the organization.</i>