

# Pelaksanaan manajemen sekuriti fisik di Pusat Perbelanjaan Plaza Senayan = The implementation of physical security management at the shopping center Plaza Senayan

Harry Sulistiadi, author

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## Abstrak

Tesis ini membahas mengenai hasil penelitian tentang Pelaksanaan Manajemen Sekuriti Fisik di Pusat Perbelanjaan Plaza Senayan. Kenyataan menunjukan bahwa pusat perbelanjaan Plaza Senayan sebagai pusat perbelanjaan yang banyak menjual barang-barang bermerk internasional pernah mengalami beberapa kali gangguan keamanan diantaranya adalah pencurian dan pengutilan. Penelitian ini dilakukan dengan metode pengamatan lapangan didukung dengan metode wawancara dan menghimpun dokumen terkait. Wawancara dilakukan kepada manajemen operasional pusat perbelanjaan Plaza Senayan dan para petugas Satpam terkait dengan kegiatan pengamanan yang dilakukan. Hasil penelitian diamati secara kualitatif deskriptif.

Hasil penelitian menunjukkan bahwa pelaksanaan kegiatan manajemen sekuriti fisik yang dilakukan di pusat perbelanjaan Plaza Senayan dilakukan dengan tenaga Satpam sistem in-house yang berpedoman kepada SOP yang dibuat oleh manajemen. Berdasarkan hasil pengamatan, kegiatan manajemen sekuriti fisik yang telah dilakukan sudah berjalan cukup baik. Namun demikian, sebagai pusat perbelanjaan yang sering dikunjungi oleh kaum ekspatriat, maka disarankan agar pihak manajemen lebih meningkatkan sistem keamanannya, memperbanyak dan melengkapi pemasangan sarana dan prasarana fisik yang mendukung pelaksanaan tugas manajemen sekuriti fisik, menambah jumlah tenaga Satpam yang ada, melakukan upaya dan terobosan baru dengan menggunakan peralatan sekuriti menggunakan teknologi yang canggih.

.....This thesis discussed about the Implementation of Physical Security Management at the shopping center Plaza Senayan. The fact suggests that the Plaza Senayan as shopping center that sell goods most of international brand had experienced several times security threats such as theft and shoplifting. This research is written with a method of field observation supported with the method of interview and collecting related documents. Interviews were conducted to operational management shopping center Plaza Senayan and officials security guard associated with the activities of the security which done. The research results observed qualitatively descriptive.

The result showed that the implementation of the physical security management conducted at the shopping center of Senayan Plaza done with using security guard in-house system who guided with SOP made by management. Based on observation, management activities physical security that has been done and has been running properly. However, as a shopping center frequented by expatriate groups, then suggested to further improve the management of its security system, multiply and furnish the installation of physical infrastructure that supports implementation of the tasks security management physical, added of number guard power there, made an effort and new breakthrough by using security equipment using technology that sophisticated.