

ABSTRAK

Emanuel Gea. 2025 Analisis Kompensasi dalam Strategi Retensi Pekerja Lokal di UD Bersama Eletronik Skripsi. Pembimbing Delipiter Lase, S.E., M.Pd.

Dalam era globalisasi, persaingan bisnis menuntut perusahaan tidak hanya menghasilkan produk dan layanan berkualitas, tetapi juga menjaga stabilitas internal melalui pengelolaan sumber daya manusia (SDM) yang efektif. Tingginya tingkat turnover, khususnya pada sektor usaha kecil dan menengah (UKM), menjadi tantangan yang dapat mengganggu kelangsungan usaha. Pekerja lokal memiliki peran strategis karena pemahaman mereka terhadap kondisi sosial, budaya, dan pasar setempat. Namun, lemahnya sistem kompensasi berpotensi menurunkan kepuasan kerja dan loyalitas, sehingga berdampak pada rendahnya retensi.

Penelitian ini bertujuan untuk mengetahui sistem kompensasi yang diterapkan di UD Bersama Elektronik, menganalisis tingkat retensi pekerja lokal, dan mengidentifikasi kendala dalam penerapan strategi kompensasi dan retensi. Penelitian dilakukan dengan pendekatan kualitatif melalui observasi dan analisis mendalam.

Hasil penelitian menunjukkan bahwa UD Bersama Elektronik menerapkan kompensasi finansial berupa gaji pokok, tunjangan, bonus, dan insentif, serta kompensasi non-finansial seperti pengakuan kinerja, lingkungan kerja yang mendukung, dan penghargaan berbasis senioritas. Sistem ini cukup efektif dalam menjaga motivasi dan loyalitas pekerja, tetapi masih kurang kompetitif dibandingkan standar industri nasional. Kendala utama yang dihadapi perusahaan meliputi keterbatasan finansial, persaingan tenaga kerja, regulasi ketenagakerjaan, serta terbatasnya peluang pengembangan karier.

Kata Kunci: Kompensasi dalam Strategi Retensi Pekerja Lokal

ABSTRACT

Emanuel Gea. 2025. Analysis of Compensation in Employee Retention Strategies at UD Bersama Elektronik. Undergraduate Thesis. Supervisor: Delipiter Lase, S.E., M.Pd.

In the era of globalization, business competition requires companies not only to produce high-quality products and services but also to maintain internal stability through effective human resource (HR) management. The high turnover rate, particularly in small and medium-sized enterprises (SMEs), poses a challenge that can disrupt business continuity. Local workers hold a strategic role due to their understanding of the social, cultural, and market conditions in the surrounding environment. However, weak compensation systems have the potential to decrease job satisfaction and loyalty, thereby leading to low retention.

This study aims to examine the compensation system applied at UD Bersama Elektronik, analyze the level of local employee retention, and identify challenges in implementing compensation and retention strategies. The research was conducted using a qualitative approach through observation and in-depth analysis.

The findings indicate that UD Bersama Elektronik applies financial compensation in the form of basic salary, allowances, bonuses, and incentives, as well as non-financial compensation such as performance recognition, supportive work environment, and seniority-based rewards. This system is relatively effective in maintaining employee motivation and loyalty, yet remains less competitive compared to national industry standards. The main challenges faced by the company include financial limitations, labor market competition, dynamic labor regulations, and limited career development opportunities.

Keywords: *Compensation in Local Employee Retention Strategies*