

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi peningkatan kinerja karyawan yang diterapkan oleh PT. Citra Sawit Mandiri, khususnya ditinjau dari perspektif lingkungan kerja. Lingkungan kerja yang kondusif diyakini berperan penting dalam meningkatkan semangat, motivasi, dan produktivitas karyawan. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam dengan beberapa karyawan dan mandor lapangan serta dokumentasi di lokasi penelitian. Hasil penelitian menunjukkan bahwa strategi peningkatan kinerja karyawan di perusahaan ini meliputi pengarahan kerja rutin, pemberian insentif, pelatihan teknis, serta evaluasi kinerja secara berkala. Namun demikian, kondisi lingkungan kerja fisik seperti pencahayaan, suhu, dan fasilitas kerja di lapangan masih kurang memadai dan menjadi keluhan bagi sebagian karyawan. Selain itu, hubungan antara atasan dan bawahan juga menjadi faktor penting yang memengaruhi kenyamanan kerja. Dari analisis tersebut dapat disimpulkan bahwa strategi peningkatan kinerja akan berjalan optimal apabila diimbangi dengan perbaikan kondisi lingkungan kerja, baik fisik maupun non-fisik. Penelitian ini diharapkan dapat menjadi masukan bagi perusahaan dalam merumuskan kebijakan manajemen sumber daya manusia yang lebih efektif dan berkelanjutan..

Kata Kunci : Strategi, Kinerja Karyawan, Lingkungan Kerja.

ABSTRACT

This study aims to analyze the employee performance improvement strategy implemented by PT. The image of Independent Palm Oil, especially from the perspective of the work environment. A conducive work environment is believed to play an important role in increasing employee enthusiasm, motivation, and productivity. The research method used is qualitative with a descriptive approach. Data were obtained through in-depth interviews with several employees and field foremen as well as documentation at the research site. The results of the study show that the strategy to improve employee performance in this company includes regular work briefings, providing incentives, technical training, and periodic performance evaluations. However, the physical working environment conditions such as lighting, temperature, and work facilities in the field are still inadequate and are a complaint for some employees. In addition, the relationship between superiors and subordinates is also an important factor that affects work comfort. From this analysis, it can be concluded that the performance improvement strategy will run optimally if it is balanced with improvements in the conditions of the work environment, both physical and non-physical. This research is expected to be an input for companies in formulating more effective and sustainable human resource management policies.

Keywords: *Strategy, Employee Performance, Work Environment,*