STRATEGI PENINGKATAN KINERJA KARYAWAN MELALUI PELATIHAN DAN PENGEMBANGAN PADA PABRIK TAHU KRES KWB DI KOTA BATU

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis strategi peningkatan kinerja karyawan melalui pelatihan dan pengembangan di Pabrik Tahu Kres KWB. Kinerja karyawan merupakan faktor penting dalam menentukan keberhasilan suatu perusahaan, khususnya pada industri kecil yang sangat bergantung pada keterampilan tenaga kerja. Berdasarkan observasi awal, pelatihan dan pengembangan karyawan di Pabrik Tahu Kres KWB masih belum berjalan secara optimal. Beberapa karyawan belum memiliki keterampilan kerja yang memadai dan kurang memahami pentingnya peningkatan kemampuan dalam mendukung produktivitas.

Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa pelaksanaan pelatihan dan pengembangan di Pabrik Tahu Kres KWB masih bersifat sederhana dan belum terstruktur secara formal, serta dominan dilakukan melalui on the job training. Meskipun demikian, kegiatan tersebut terbukti mampu meningkatkan keterampilan teknis, kedisiplinan, serta tanggung jawab kerja karyawan. Penelitian ini merekomendasikan agar perusahaan merancang program pelatihan yang lebih sistematis, terarah, dan berkelanjutan guna mendukung peningkatan kinerja karyawan secara optimal.

Kata Kunci: Kinerja Karyawan Pelatihan, Pengembangan,

EMPLOYEE PERFORMANCE IMPROVEMENT STRATEGIES THROUGH TRAINING AND DEVELOPMENT AT THE KWB TOFU FACTORY IN BATU CITY

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ABSTRACT

This study aims to identify and analyze strategies for improving employee performance through training and development at the KWB Tofu Factory. Employee performance is a crucial factor in determining a company's success, particularly in small industries that rely heavily on workforce skills. Based on initial observations, employee training and development at the KWB Tofu Factory is still not running optimally. Some employees lack adequate job skills and lack an understanding of the importance of skill development to support productivity.

This study used a qualitative descriptive method with data collection techniques through observation, interviews, and documentation. The results indicate that the implementation of training and development at the KWB Tofu Factory is still simple and not formally structured, and is predominantly conducted through on-the-job training. Nevertheless, these activities have been shown to improve employees' technical skills, discipline, and work responsibility. This study recommends that the company design a more systematic, targeted, and sustainable training program to support optimal employee performance improvement.

Keywords: Employee Performance, Training, Development