



Intisari

Tesis ini bertujuan untuk mengetahui preferensi *coaching* Generasi Y di Perum Perhutani. Metode yang digunakan dalam penelitian ini adalah kajian deskriptif yang bertujuan untuk mempelajari atau mendeskripsikan mengenai karakteristik suatu kelompok karyawan yang dalam hal ini merupakan Generasi Y (rentang lahir tahun 1980-2000). Data yang digunakan adalah data primer, yang diperoleh dari Skala Preferensi *Coaching* yang dibuat oleh Knight (2010). Populasi penelitian ini adalah karyawan Generasi Y dengan sampel penelitian karyawan Generasi Y Kantor Pusat. Total responden pada penelitian ini sebanyak 101 orang, 62 responden merupakan karyawan laki-laki dan 39 responden merupakan karyawan perempuan. Hasil penelitian menunjukkan bahwa preferensi *coaching* karyawan Generasi Y Perum Perhutani untuk kategori *Who* adalah *coach* yang ahli di bidang pekerjaan (M=4.12) dan *coach* Profesional (M=4.14). Kategori *What* yaitu *coaching* berhubungan dengan bidang pekerjaan (M=4.02), pengembangan kepemimpinan (M=4.13), pengembangan karir (M=4.07) dan keterampilan berkomunikasi (M=4.07). Kategori *When* yaitu *coaching* dilaksanakan mingguan (M=3.65) dilaksanakan pada jam kerja normal (M=3.82) dengan durasi *coaching* 1 sd 2 jam (M=3.43). Kategori *Why* adalah *coaching* membantu pengembangan diri (M=4.50), *coaching* membantu pengembangan profesional (M=4.35), dengan *coaching* dapat belajar tentang diri sendiri (M=4.20), *coaching* membantu tentang bagaimana cara orang lain melihat (M=4.01) dan *coaching* membantu mengeksplor solusi kreatif (M=4.15). Kategori *How* yaitu pelaksanaan *coaching* tatap muka (M=4.41), dilaksanakan terstruktur (M=4.11) dan perusahaan membayar biaya pelaksanaan *coaching* (M=4.16). Kategori *Where* *coaching* dilakukan ditempat kerja (M=3.97) dan *coaching* dilakukan di luar tempat kerja (M=3.68). Dengan demikian, organisasi dapat membangun budaya *coaching* dengan konten program berdasarkan preferensi karyawan agar tepat sasaran tujuan serta pelaksanaannya.

Kata kunci : *coaching*, generasi Y, preferensi, budaya, manajemen, perum perhutani.



Abstract

This thesis over-looked at the coaching preferences of Generation Y in Perum Perhutani. The method used in this research is descriptive study that aims to study or describe the characteristics of an employee group which in this case was Generation Y (birth range 1980-2000). The data used are primary data, obtained from Coaching Preferences Scale made by Knight (2010). The population of this research are Generation Y employees and samples are employees of Generation Y Head Office. Total respondents in this study were 101 members, which are 62 respondents were male employees and 39 respondents were female employees. The results of this study indicate that the coaching preference of Generation Y Perum Perhutani for the Who's category is the coach or expert in his or her chosen fields ($M = 4.12$) and a professional coach ($M = 4.14$). What's category is coaching related to the job field ($M = 4.02$), leadership development ($M = 4.13$), career development ($M = 4.07$) and communication skills ($M = 4.07$). When's category showed the coaching is held weekly ($M = 3.65$) and performed during business hours ($M = 3.82$) which is lasted about 1 to 2 hours ($M = 3.43$). The Why category showed coaching can help personal growth ($M = 4.50$), coaching can help develop professional growth ($M = 4.35$), learn about him or her self ($M = 4.20$), also coaching helps on how others perceive ($M = 4.01$) and coaching can explore creative solutions of a problem ($M = 4.15$). How's category showed coaching that occurred face to face ($M = 4.41$), implemented structure ($M = 4.11$) and company paid for it ($M = 4.16$). Where's category showed coaching be done at workplace ($M = 3.97$) and coaching be done outside the workplace ($M = 3.68$). Thus, the organization can build coaching culture with a program content based on employee preference for the right goal and its implementation.

Keywords: coaching, generation Y, preference, culture, management, perum perhutani.