

## ABSTRAK

Perkembangan industri pariwisata menyebabkan meningkatnya jumlah wisatawan mancanegara yang datang ke Bali. Persaingan antar atraksi wisata menjadi semakin ketat. Sebagai penunjang operasional atraksi wisata, tentu karyawan menjadi pilar utamanya. Garuda Wisnu Kencana (GWK) *Cultural Park* merupakan atraksi wisata dan juga sebagai *icon* Bali yang memiliki karyawan yang banyak, karena itu GWK *Cultural Park* dipilih peneliti untuk melakukan penelitian. Peneliti memiliki tujuan penelitian untuk mengetahui aspek yang dalam loyalitas karyawan, faktor yang mempengaruhi loyalitas karyawan dan program internal HRD untuk meningkatkan loyalitas karyawan. Penelitian yang dilakukan oleh peneliti menggunakan pendekatan kualitatif deskriptif. Teknik pengumpulan data yaitu observasi partisipatori, wawancara terstruktur, dan dokumentasi. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer dikumpulkan melalui observasi dan wawancara terstruktur kepada pihak terkait di GWK *Cultural Park*. Sedangkan data sekunder diperoleh dari dokumentasi. Terdapat banyak aspek loyalitas karyawan seperti taat peraturan, tanggung jawab, kemauan untuk bekerja sama, rasa memiliki, hubungan antar pribadi, suka terhadap pekerjaan dan terdapat faktor loyalitas karyawan seperti karakteristik pribadi, karakteristik pekerjaan, karakteristik desain perusahaan, karakteristik dalam perusahaan, faktor keamanan, faktor kenyamanan, faktor tantangan. Selain itu terdapat program internal HRD yang mempengaruhi loyalitas karyawan di GWK *Cultural Park* seperti *training*, *rewarding* dan studi banding. Dari aspek, faktor, dan program internal HRD tersebut dapat ditarik kesimpulan bahwa hasil dari penelitian menunjukkan bahawa loyalitas karyawan di GWK *Cultural Park* cukup tinggi meskipun ada beberapa kekurangan seperti kurang taatnya karyawan terhadap peraturan yang telah ditentukan.

**Kata Kunci:** HRD, *Cultural Park*, loyalitas, GWK

## **ABSTRACT**

*The development of tourism industry has led to an increase in the number of foreign tourists who come to Bali. Competition between attractions also increases significantly. As a support for operational tourist attractions, of course employees become the main pillar. Garuda Wisnu Kencana (GWK) Cultural Park is a tourist attraction and also becoming Bali iconic destination that has many employees, for that reason GWK Cultural Park was chosen by researchers to conduct this research. Researchers have a research objective to find out aspects that affect employee loyalty, factors that influence employee loyalty, and HRD's internal programs to increase employee loyalty. Research conducted by researcher used a descriptive qualitative approach. Data collection techniques were participatory observation, structured interviews, and documentation. The types of data used were primary data and secondary data. Primary data was collected through structured observations and interviews with related parties at GWK Cultural Park, whereas secondary data was obtained from documentation. There are many aspects of employee loyalty such as complying with regulations, responsibilities, willingness to work together, a sense of belonging, interpersonal relationships, and liking their work environment. There are also employee loyalty factors such as personal characteristics, job characteristics, company's design characteristics, characteristics in the company, security factors, comfort factor, and challenge factor. In addition there are internal HRD programs that affect employee loyalty at GWK Cultural Park such as training, rewarding and comparative study. From the aspects, factors, and internal HRD program, it can be concluded that the results of the study show that the loyalty of employees in GWK Cultural Park is quite high although there are some shortcomings such as the lack of obedience of employees to the rules that have been determined.*

**Key words: HRD, Cultural Park, Loyalty, GWK**