

Human Resource Development merupakan departemen terkait pengelolaan Sumber Daya Manusia. *Human Resource Development* berperan untuk memperkuat iklim organisasi Hotel Grand Serela Yogyakarta menggunakan program-program *Employee Relations* yang dimilikinya. Penelitian ini diharapkan memberikan gambaran mengenai Optimalisasi Program *Employee Relations* oleh *Human Resource Development* dalam Memperkuat Iklim Organisasi Hotel Grand Serela Yogyakarta.

Tujuan penulisan tugas akhir ini yaitu mengetahui peran-peran, Program *Employee Relations* dan optimalisasi Program *Employee Relations* dalam memperkuat iklim organisasi Hotel Grand Serela Yogyakarta. Jenis Penelitian ini yaitu kualitatif deskriptif. Teknik pengumpulan data yang digunakan adalah observasi partisipan, wawancara semistruktur, dan dokumentasi. Jenis data yang digunakan adalah data primer dan data sekunder.

Berdasarkan hasil penelitian menunjukkan bahwa Optimalisasi Program *Employee Relations* oleh *Human Resource Development* dalam memperkuat iklim organisasi Hotel Grand Serela Yogyakarta belum sepenuhnya berhasil, bahwa dalam peran *Human Resource Development* masih perlu di tingkatkan, hal ini karena masih adanya peran-peran yang belum dijalankan. Program *Employee Relations* yang dijalankan termasuk dalam beberapa jenis yaitu : Program Pelatihan, pendorong semangat kerja karyawan, pemberian penghargaan karyawan dan acara khusus. Optimalisasi Program *Employee Relations* pada tahapan Pengawasan, Evaluasi dan Pengembangan masih perlu ditingkatkan. Sehingga menjadikan iklim organisasi yang tercipta masih terdapat aspek yang perlu ditingkatkan yaitu Aspek *Recognition* dan Aspek *Commitment*.

Kata Kunci: *Employee Relations*, HRD, Hotel, Iklim Organisasi, dan Grand Serela Yogyakarta

Human Resource Development is a department related to the management of Human Resources. Human Resource Development's role is to strengthen the organizational climate of the Grand Serela Hotel in Yogyakarta using its Employee Relations programs. This research is expected to provide an overview of the Optimization of the Employee Relations Program by Human Resource Development in Strengthening the Climate of the Grand Serela Hotel Organization in Yogyakarta.

The purpose of this thesis is to know the roles, Employee Relations Program and optimization of the Employee Relations Program in strengthening the organizational climate of the Grand Serela Hotel Yogyakarta. This type of research is descriptive qualitative. Data collection techniques used were participant observation, semistructural interviews, and documentation. The type of data used is primary data and secondary data.

Based on the results of the study showed that the Optimization of Employee Relations Program by Human Resource Development in strengthening the organizational climate of the Grand Serela Hotel Yogyakarta has not been fully successful, that in the role of Human Resource Development still needs to be improved, this is because there are still roles that have not yet been carried out. Employee Relations programs that are carried out are included in several types, namely: Training Programs, employee morale, giving employee awards and special events. The optimization of the Employee Relations Program in the Supervision, Evaluation and Development stages still needs to be improved. So as to make the organizational climate created there are still aspects that need to be improved, namely Recognition Aspects and Commitment Aspects.

Keywords: *Employee Relations, HRD, Hotel, Organizational Climate, and Grand Serela Yogyakarta*