

ABSTRAK

Perkembangan industri perhotelan di Daerah Istimewa Yogyakarta menumbuhkan peningkatan persaingan pasar melalui tawaran produk jasanya. Hotel Horison Ultima Riss Malioboro Yogyakarta melalui *Human Resources Department* harus berperan dalam memberikan rasa keterikatan secara psikologis kepada karyawan agar dapat memberikan performa kerja yang maksimal sehingga mampu memberikan pelayanan yang terbaik dan dapat bersaing dengan kompetitor. Tujuan dari penulisan tugas akhir ini yaitu untuk mengetahui *peran Human Resources Department*, respon karyawan terhadap peran *Human Resources Department*, dan kendala *Human Resources Department* dalam menciptakan *employee engagement* Hotel Horison Ultima Riss Malioboro Yogyakarta. Penelitian ini menggunakan *mix methods* dengan *exploratory sequential design*. Teknik pengumpulan data yang digunakan melalui observasi partisipan, wawancara semistruktur, studi kepustakaan, dokumentasi, dan kuesioner. Berdasarkan hasil penelitian menunjukkan bahwa: a) *Human Resources Department* memiliki peran dalam menciptakan *employee engagement*, b) *Human Resources Department* belum sepenuhnya menjalankan perannya dalam menciptakan *employee engagement*, c) *Human Resources Department* jmemiliki kendala dalam menciptakan *employee engagement* Hotel Horison Ultima Riss Malioboro Yogyakarta.

Kata Kunci: *Human Resources Department*, *employee engagement*, Horison Ultima Riss Malioboro Yogyakarta

ABSTRACT

The development of the hospitality industry in Special Region of Yogyakarta increases market competition through the offering of products and services. Horison Ultima Riss Malioboro Yogyakarta Hotel through the Department of Human Resources must play a role in providing a sense of psychological attachment to employees in order to provide maximum work performance so that they are able to provide the best service and can compete with competitors. The purpose of writing this final project is to determine the role of the Department of Human Resources, employee responses to the role of the Department of Human Resources, and the constraints of the Department of Human Resources in creating employee engagement at Horison Ultima Riss Malioboro Yogyakarta Hotel. This research uses mixed methods with exploratory sequential design. Data collection techniques used were participant observation, semi-structured interviews, literature study, documentation, and questionnaires. Based on research shows that: a) The Department of Human Resources has a role in creating employee engagement, b) The role of Human Resources Department in creating employee engagement has not yet been fully implemented, c) The Human Resources Department has problems in creating employee engagement at Horison Ultima Riss Malioboro Yogyakarta Hotel.

Keywords: *Human Resources Department, employee engagement, Horison Ultima Riss Malioboro Yogyakarta*