

## INTISARI

Penulisan tugas akhir ini dilatarbelakangi oleh program penghargaan di Sheraton Mustika Yogyakarta Resort & Spa untuk memotivasi kerja karyawan terkait meningkatkan kualitas kerja karyawan. Penulisan ini bertujuan untuk mengetahui bagaimana pemahaman karyawan tentang program recognition dan kategorinya, bagaimana prosedur penilaiannya serta dampak terhadap motivasi kerja karyawan di Sheraton Mustika Yogyakarta Resort & Spa.

Metode penelitian yang digunakan pada tugas akhir ini menggunakan metode penelitian kualitatif. Teknik pengumpulan data dilakukan adalah studi kepustakaan, observasi dan wawancara.

Hasil dari penelitian ini ditemukan tiga pokok pembahasan. Pembahasan pertama tentang pengertian program recognition dan beberapa kategorinya yang terdiri dari care for associate, care for guest, dan care for business. Kedua membahas tentang prosedur penilaian kategori program recognition di Sheraton Mustika Yogyakarta Resort & Spa berdasarkan Starwood Care's Leader Guide by Starwood Hotel. Pembahasan ketiga adalah tentang pengaruh program recognition ini terhadap motivasi kerja karyawan di Sheraton Mustika Yogyakarta Resort & Spa. Program ini berpengaruh terhadap motivasi kerja karyawan, namun tujuan utama mereka adalah memberikan pelayanan yang terbaik melalui pekerjaan yang dilakukannya. Beberapa narasumber menginginkan program tersebut dapat berjalan setiap bulannya dan penambahan bentuk penghargaan berupa voucher makan di restoran Androwino Bistro.

**Kata Kunci : Human Resources Departement, program recognition, prosedur penilaian, motivasi kerja, Sheraton Mustika Yogyakarta Resort & Spa.**

## **ABSTRACT**

*The background of this final project is based on the awards program at Sheraton Mustika Yogyakarta Resort & Spa to motivate the employees related to improve the quality of employees' work. This research aims to find out the understanding of employees about the recognition program and categories, the procedure of assessment and the impact on employees' work motivation at Sheraton Mustika Yogyakarta Resort & Spa.*

*The research method used in this final project by using qualitative research method. Technique of data gathering is use by literature study, observation and interview.*

*The results of this study found three main discussion. The first discussion about understanding the recognition program and some categories consisting of care for associate, care for guest, and care for business. The second discusses the assessment procedure of the category of recognition program at Sheraton Mustika Yogyakarta Resort & Spa based on Starwood Care's Leader Guide by Starwood Hotel. The third discussion is about the influence of this recognition program on employee motivation at Sheraton Mustika Yogyakarta Resort & Spa. This program affects employee motivation, but their main goal is to provide the best service through the work it does. Some interviewees want the program to run every month and the addition of a free meal voucher at the restaurant Androwino Bistro*

**Keywords:** *Human Resources Departement, program recognition, procedure assessment, work motivation, Sheraton Mustika Yogyakarta Resort & Spa.*