

**The Enhancement Strategy of Official Employee Productivity
at PT Perkebunan Nusantara XII (Persero) Banjarsari Estate Jember**

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ABSTRACT

Human resources is a major asset for the company in carrying out its activities as a driver of productivity. In general, the higher productivity is the result of using resources efficiently. Agricultural sector company is one of the companies that play an important role in the economy of Indonesia, especially for plantation sub-sector that has contributed the most in the National GDP. This research aims to identify factors affecting the internal environment (strengths and weaknesses) and external environment (opportunities and threats) on employee productivity by using SWOT analysis, determine alternative human resource development strategy in accordance with the employee's productivity in PT Perkebunan Nusantara XII (Persero) Banjarsari Estate Jember as well. Based on the calculation with a score 2,87 of IFE and EFE by a score 2,45, put the company on Quadrant I in the diagram of SWOT matrix and on the fifth cell in the IE-matrix, which is in the position of growth and stability. Based on the SWOT analysis there are eight alternative strategies for improving productivity of employees PTPN XII Banjarsari Estate that obtained from the SWOT analysis includes; (1) optimizing the performance of employees in order to maximize the quality of production, (2) developing of the Draft Work and Budget (CBP) as appropriate, to meet consumers demand, (3) increasing work commitment to the culture of the company, (4) placing the post of employees according to its competence, (5) taking the advantage of training and development to build expertise, accuracy and skills of employees, (6) motivating employees and keeping good relations between the hierarchy of employees, (7) improving work efficiency and productive climate, (8) as well as creating awareness of employees on the policy and the kinds of quality standards.

Keywords: *Strategy, Productivity, SWOT Analysis.*