

ABSTRACT

The main purpose of the study is to find out the real problems that occur in the sales department of TPIPL Company in terms of employee welfare, empowerment, motivation, and recommend proposing OD intervention to diagnose the problems and find out an appropriate OD intervention.

The study starts with the SWOT analysis of the sales department which tells the problems of the current situation of the company. The researcher put the entire current situation in Pre-ODI which is the first phrase of the conceptual framework. The second phrase of the conceptual framework is to propose OD intervention. While the last phrase of conceptual framework deals with the expected outcome.

The analyses of the sales department of TPIPL focuses on people who are the focus of the survey through interviews and observations. The tools are questionnaires, interview guide, and participant observation. The questionnaires are delivered to sales-cooperation for twenty people. After test reliability, the researcher delivers questionnaires for eighty people to test the mean and standard deviation.

The researcher proposes OD intervention which has time frame and activities that can solve the problems which occur in the sales department. The company does not have to pay much money to propose OD intervention. The hardest part is that the researcher faces change of people which deal with the feelings of people. Therefore, the researcher recommends the organization to study to deal with the feelings of people.