

ABSTRACT

The YZJY Company was founded in January 4, 2013. This is an industry that serves the recycling economy to provide business information and is the comprehensive website with value added service. There is fast turnover rate of employees in YZJY . When the company recruits employees for large projects, many of them do not stay as employees for a long time. They change the jobs during the probationary period when they find better companies. This research was conducted to provide an intervention for YZJY Company to be the company of choice. Three areas were considered for the research and the managers of YZJY Company, namely: (1) employee morale, (2) job satisfaction, and (3) company of choice. The objectives of the study are: (1) to determine the current situation of the employees' job satisfaction and morale that affects the company as a "company of choice"; (2) to identify appropriate organization development interventions that will create the company of choice; (3) to identify the initial impact of OD interventions on employees' job morale and satisfaction in creating the company of choice; (4) to measure the differences between the pre ODI and post ODI on employee satisfaction and morale that creates the company of choice. This research was conducted using the action research model.. The primary data was collected through interviews, questionnaires and observation, both at the pre and post-OD Intervention phases. The OD interventions conducted in a period of three months included workshops, training activities, and informal meetings.

The results show that there is a significant difference between pre and post employee morale, job satisfaction, and company of choice after organizational development interventions.