

PERFORMANCE ASSESMENT IN ADVERTISING AGENCY
USING HUMAN PERFORMANCE TECHNOLOGY

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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PT. Asia Media Prisma (PT.AMP) is a media advertising company that who produces service based on advertising business that dedicated to creating, planning and handling advertising and sometimes other forms of promotion and marketing in a promotion for its clients. This means the service will go flexible and changing through time. There are some different that has been changed for the last decade. This thesis tries to analyze the problem regarding the business process of PT. AMP.

The research methodology starts with the problem identification. The problem is that the revenue of PT.AMP has been decreased for the last 3 years. Next, the interview, observation and survey were conducted to collect the data. Then the result will be process using excel and SPSS. After that, Human Performance Analysis was choosing as methodology to analyze. In the end the proposed improvement will be present. Finally the conclusions of all the thesis project will be summarize.

Human Performance technology is a field study to process improvement. The result, it is found that there are 3 factors that become big issue which are overtime, lack of training and motivation. In conclusion, the decrease in revenue occurred due to performance degradation cause by overtime. to decrease overtime, the employee needs to develop skills. In order to do that, they need to have proper training.

Key words: *Gap Analysis, Advertising Company, Human Performance Technology*



DEDICATION

I dedicate this thesis

To my family who supported me all the way since the beginning of my study

To my dear best friends, my great source of motivation and inspiration

And for my beloved university



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