

**PENGEMBANGAN PROGRAM PELATIHAN AKTIVITAS PENJUALAN  
UNTUK KARYAWAN BARU *CUSTOMER ACCOUNT REPRESENTATIVE*  
(CAR) DI PT. ANDALAN MULTI KENCANA**

**(2016)**

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**ABSTRAK**

Penelitian pengembangan ini bertujuan untuk mengembangkan program pelatihan untuk karyawan baru *Customer Account Representative* (CAR) di PT. Andalan Multi Kencana. Program pelatihan ini diharapkan dapat membantu memberikan solusi dalam pembuatan dan pelaksanaan program pelatihan yang diadakan pihak *Human Capital Development* dalam meningkatkan pengetahuan dan keterampilan karyawan baru CAR di PT. Andalan Multi Kencana. Berdasarkan metodenya penelitian ini termasuk dalam metode penelitian dan pengembangan dengan menggunakan model pengembangan ADDIE menurut Reiser yaitu *Analysis* (analisis), *Design* (Desain), *Development* (Pengembangan), *Implementation* (Implementasi), *Evaluation* (Evaluasi). Melalui proses analisis, desain, pengembangan, implementasi dan evaluasi, maka dihasilkan program pelatihan aktivitas penjualan untuk karyawan baru *Customer Account Representative* (CAR) di PT. Andalan Multi kencana, yang disertai dengan garis besar program pelatihan yang berisi materi pelatihan yang akan diberikan, strategi pembelajaran, penilaian belajar dan salah satu contoh bahan pelatihan yaitu modul.

**Kata kunci:** Pengembangan, Program, Pelatihan, Karyawan baru

**SALES ACTIVITIES TRAINING PROGRAM DEVELOPMENT FOR NEW  
EMPLOYEES OF CUSTOMER ACCOUNT REPRESENTATIVE (CAR)  
IN PT . ANDALAN MULTI KENCANA**

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**ABSTRACT**

*This development study aims to develop a training program for new employees of Customer Account Representative (CAR ) at PT. Andalan Multi Kencana. This training program is expected to help provide solutions in the creation and implementation of a training program organized by the Human Capital Development in improving the knowledge and skills of CAR's new employees in PT. Andalan Multi Kencana. Based on this study research method, this study includes in the methods of research and development using ADDIE development model according to Reiser, namely Analysis, Design, Development, Implementation, Evaluation. Through a process of analysis, design, development, implementation and evaluation, the sales activities training program for new employees of Customer Account Representative (CAR) at PT. Andalan Multi Kencana, which is accompanied by an outline of the training program that contains training materials will be provided, Instructional strategies, assessment of learning and one of the examples of training materials that module.*

**Key Words:** *Development, Program, Training, New Employee*