

RINGKASAN

Pengembangan sumber daya manusia merupakan suatu aktivitas yang dilakukan secara sadar guna mendorong para karyawan atau pegawai memiliki kecakapan atau kemampuan yang lebih sehingga dapat memenuhi tuntutan pekerjaan di masa yang akan datang. Pengembangan sumber daya manusia berbasis kompetensi di *BRI Corporate University Campus Yogyakarta* dimaksudkan sebagai sarana dalam meningkatkan kinerja pegawai. Triton (2010) menjelaskan bahwa pelatihan sumber daya manusia berdasarkan tempat pelaksanaannya dapat digolongkan menjadi *off the job method* dan *off the job method*.

Metode yang digunakan dalam penelitian ini yaitu metode penelitian kualitatif dengan fokus penelitian yaitu pengembangan sumber daya manusia berbasis kompetensi dan juga faktor pendukung serta faktor penghambat pengembangan sumber daya manusia di *BRI Corporate University Campus Yogyakarta*. Sumber data dalam penelitian ini yaitu data primer berdasarkan wawancara dengan tujuh informan dengan teknik *purposive sampling* dan data sekunder yang diperoleh dari dokumen-dokumen di *BRI Corporate University Campus Yogyakarta*.

Hasil penelitian menunjukkan bahwa dari aspek *on the job method* dan *off the job method*, pengembangan SDM berbasis kompetensi di *BRI Corporate University Campus Yogyakarta* sudah berjalan sesuai dengan visi dan misi dari *BRI Corporate University*. Dari aspek *on the job method*, dapat meningkatkan ketepatan, kedisiplinan, dan membentuk *core values* AKHLAK. Kemudian dari aspek *off the job method* dapat membentuk pegawai yang kompeten. Terdapat beberapa faktor pendukung dan faktor penghambat dalam pengembangan SDM di *BRI Corporate University Campus Yogyakarta*. Faktor pendukung tersebut adalah motivasi, kualifikasi, dan tuntutan lingkungan. Sedangkan faktor penghambatnya yaitu *fixed mindset*.

Kata kunci: Pengembangan SDM, Kompetensi, *Corporate University*

SUMMARY

Human resource development is an activity that is carried out consciously in order to encourage employees or employees to have more skills or abilities so that they can meet the demands of work in the future. Competency-based human resource development at BRI Corporate University Campus Yogyakarta is intended as a means of improving employee performance. Triton (2010) explains that based on the place of implementation, human resource training can be classified into off the job methods and off the job methods.

The method used in this study is a qualitative research method with a research focus on competency-based human resource development as well as supporting factors and inhibiting factors for human resource development at the BRI Corporate University Campus Yogyakarta. The data sources in this study are primary data based on interviews with seven informants using a purposive sampling technique and secondary data obtained from documents at the BRI Corporate University Campus Yogyakarta.

The results of the study show that from the on the job method and off the job method aspects, competency-based HR development at the BRI Corporate University Campus Yogyakarta has been running in accordance with the vision and mission of the BRI Corporate University. From the aspect of the on the job method, it can increase accuracy, discipline, and form AKHLAK's core values. Then from the aspect of the off the job method can form competent employees. There are several supporting factors and inhibiting factors in HR development at the BRI Corporate University Campus Yogyakarta. The supporting factors are motivation, qualifications, and environmental demands. While the inhibiting factor is the fixed mindset.

Keywords: HR Development, Competence, Corporate University