

## ABSTRAK

**HASANUDIN ALI NPM: 080120010 2021**, Analisis Pengelolaan Badan Usaha Milik Daerah (BUMD) Provinsi Maluku Utara (Study Fenomenology PD. Kieraha Mandiri) dibimbing oleh Bapak Suwito, dan Ibu Hartaty Hadady

Penelitian ini bertujuan untuk menganalisis dan menjelaskan Perusahaan Daerah Kie Raha Mandiri secara rasional dan objektif berdasarkan data dan fakta dengan fokus pada analisis pengelolaan baik secara efektif dan efisien melalui pendekatan fenomenologi.

Penelitian ini menggunakan metode diskriptif kualitatif dengan penekanan pada study fenomenologi. Data yang digunakan yakni data primer yang diperoleh melalui observasi, wawancara dan dokumentasi serta data sekunder melalui penelusuran dokumen. Peneliti melakukan analisis data secara deskriptif kualitatif melalui teknik pengelolaan data dengan menggunakan model interaktif Miles and Huberman yakni *collection, reduction, display, dan verifikasi data*.

Hasil penelitian ini menunjukkan bahwa: (1) aspek perencanaannya belum jelas baik jangka pendek, menengah dan jangka panjang, pengelolaan core bisnisnya tidak efektif, jumlah penyertaan modal tidak sesuai dengan keuntungan yang didapat; (2) Pengorganisasian tidak berdasar pada prinsip-prinsip administrasi, baik kemampuan SDM, spesialisasi, hirarki tugas, serta wewenang dan tanggung jawab; (3) Actuatingnya belum berjalan secara optimal, kemampuan pucuk pimpinan masi lemah dan terbatas kemampuan SDMnya; (4) fungsi kontrol dewan pengawas masih lemah hingga mengalami kerugian, sehingga secara keseluruhan dapat dikatakan bahwa fungsi manajemen tidak berjalan dengan baik serta pengelolaan perusahaan berjalan tidak efektif terutama dalam pengelolaan sumber daya manusia dan keuangan.

**Kata Kunci: Pengelolaan, BUMD, PD. Kieraha Mandiri**

## **ABSTRACT**

**HASANUDIN ALI NPM: 0801220010 2021**, *The Analysis of Regional Owned Enterprises (BUMD) Management of North Maluku Province (Phenomenology Study PD. Kie Raha Mandiri)* guided by Mr. Suwito, and Mrs. Hartaty Hadady,

*This research purposes to analyze and elaborate Regional Enterprise of Kie Raha Mandiri rationally and objectively based on data and fact, it focuses on the management analysis in the aspect of effectivity and efficiency uses Phenomenology approach.*

*This research used qualitative descriptive method with the emphasis of phenomenology study. The data used were primary data, obtained by observation, interview, and documentation. And secondary data by document tracing. The researcher analyzed the data using descriptive qualitative method through data management technique with Huberman and Miles interactive model, those are collection, reduction, display, and data verification.*

*The result of this research showed that: (1) the planning aspect was not clear for short, medium, and long term, the management of business core was not effective, the amount of equity participation did not match with the profit earned; (2) the organizing was not based on the administrative principles, it involved HR capabilities, specialization, task hierarchy, authority and responsibility (3) the actuating did not optimally run, the ability of the top leader was still weak and limited of the HR ability: (4) control function of the supervisory board was still weak that it had a loss, so that for the entire it could be said that the management function was not running well and the management of the enterprise was not running effectively, mainly for the HR management and finance*

**Keywords: Management, BUMD, PD. Kie Raha Mandiri**