

**MANAJEMEN SUMBER DAYA MANUSIA BISNIS KELUARGA SAUNG  
ANGKLUNG UDJO**

**TESIS**

*Diajukan untuk Memenuhi Syarat Pengajuan Tesis Program Magister Pariwisata Fakultas  
Pascasarjana*



**Oleh :  
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2013006**

**PROGRAM MAGISTER PARIWISATA  
FAKULTAS PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Magister Pariwisata (M.Par.) pada Sekolah Pascasarjana

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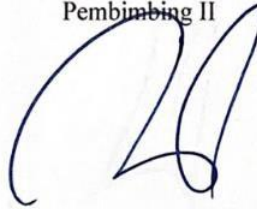
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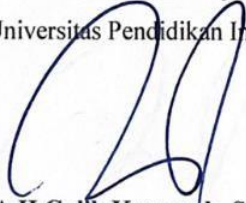
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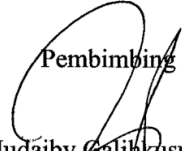
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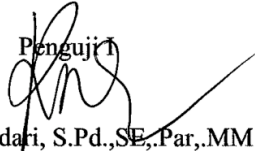
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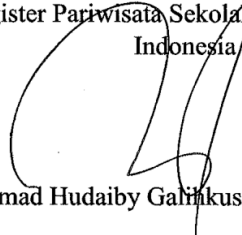
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## ABSTRAK

**Satrio Nata Mulia (2013006). “Manajemen Sumber Daya Manusia Bisnis Keluarga Saung Angklung Udjo”, dalam bimbingan Dr. A.H. Galih Kusumah, S.ST.,M.M.,CHE Dan Caria Ningsih, S.E.,M.Si.,Ph.D.**

Bisnis keluarga memiliki sifat transgenerasi atau turun temurun yang dianggap memiliki kelebihan dalam menghadapi ancaman bisnis lebih baik dibandingkan bisnis non-keluarga. Salah satu ikon dari bisnis keluarga di Kota Bandung adalah Saung Angklung Udjo. Agar bisnis keluarga dapat sukses dan berhasil dengan kelebihan dan kekurangan yang unik dan berbeda dari bisnis pada umumnya, diperlukan pengelolaan sumber daya yang baik. Salah satunya adalah sumber daya manusia. Bisnis keluarga memerlukan manajemen sumber daya manusia yang baik untuk dapat menjadi sukses dan berinovasi dengan baik. Penelitian ini dilakukan untuk mengetahui apa yang menjadi prioritas dalam manajemen sumber daya manusia di Saung Angklung Udjo. mendeksripsikan dan menganalisis bagaimana cara Saung Angklung Udjo mengelola sumber daya manusianya. Jenis penelitian ini adalah studi kasus dengan menggunakan metode kualitatif dengan 10 narasumber. Berdasarkan hasil AHP, terdapat 3 langkah yang menjadi prioritas dalam manajemen sumber daya manusia Saung Angklung Udjo. Setelah menentukan prioritas dari manajemen sumber daya manusia, kemudian masuk ke model manajemen sumber daya manusia Saung Angklung Udjo.

**Kata kunci: Manajemen Sumber Daya Manusia, Sumber Daya Manusia, Bisnis Keluarga**

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