ABSTRACT

THE ROLE OF COOPERATIVE ACADEMIC EDUCATION PROGRAM (COOP) IN* PT. TELEKOMUNIKASI INDONESIA, TBK. (TELKOM) BANDUNG *CITY AS A SOURCE FACILITIES FOR GOOD HUMAN RESOURCES FOR THE PARTICIPANTS

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This study aimed to find out how the role of Cooperative Academic Education Program in PT. Telekomunikasi Indonesia, Tbk (TELKOM) Bandung *City as a source facilities for good human resources for the participants.*

This study uses a qualitative approach with descriptive methods. Data were collected through interviews, library research and internet searching. Subjects for this study is the COOP *program participant and work units in the activities of* Telkom COOP. *Informants in the study are determined by using purposive sampling which amounts to two informants. The technique of data analysis was done by selecting the data, classification data, formulating research results, and analyze the results of research.*

The results of this study indicate that the COOP *program activities aimed at students. Each participant is placed into a unit tailored to the needs of participants* COOP. *Participants are given the opportunity to take a variety of programs and activities of Telkom is required to make monthly reports. The message is that improvisation units adapted to the needs of participants working unit. Messages in this activity by the company to report through the supervisor, and participants also gave a message in the form of sharing and monthly employment report. Media used in this activity in the form of electronic media such as computers, internet network availability, pocket cameras, and recorders.* Telkom *also provides various other media such as in-focus, presentations, screenings, and a written test, and module. Telkom has provided a good role in this* COOP *program. This was proved by the increasing range of knowledge and experience useful for* COOP *participants can improve their quality.*

The conclusion from this study indicate that the role of COOP *programs in* Telkom *as a means of forming qualified human resources for the participants has aligned with corporate goals. Evident from the activities carried out, the message and media used.*

Suggestions for a company that is expected of. Telkom *able to socialize such as through internal bulletins or Telkom internal portal to other employees about the existence of the participants are also expected to* COOP *and more able to adjust training time* COOP *program with lectures scheduled participants in order not to collide.*