

ABSTRACT

The rapid growth of business and industry has resulted in increasingly complex organizational management. Companies that were established in the era of globalization began to focus on human resources. Modern companies that previously believed in employee loyalty must be willing to lose employees who have the potential to join other companies that are competitors. The purpose of this research is to identify potential talent management at PT. Asuransi Jasa Indonesia (Persero), and know the solutions and obstacles in it.

The research method is carried out by giving a number of questions to each respondent who has been appointed by the author, to ask for his opinion regarding 7 (seven) dimensions of Talent Management. The 7 (seven) dimensions are Selective staffing, Employer branding for telecommunication acquisition, Training and development, Performance management, Compensation management, Career planning and advancement and finally Work life balance.

The results of this research are companies in this case PT. Asuransi Jasa Indonesia (Persero) has implemented and implemented the principle of talent management in the Company. But overall the process of talent management is certainly not perfectly implemented without the support of all of its employees.

Keywords : Talent Management, Human Resource Development, Talent Pool, Talent needs