ABSTRACT

Reward and punishment is one of the factors that affect employee performance. This study examines in-depth focus on the implementation and application of rewards and punishment against employees. The purpose of this study was to determine the condition of the actual implementation and application of rewards and punishment, also to know the reward's benefits and the purpose of punishment to meet the needs and desires of the employees.

This study used a qualitative method where data collection is done by interviews and documentation so as to delve deeper into the implementation and application of rewards and punishment. The sample in this study is implementing an employee who has served for over 10 years and worked at PT. Perkebunan Nusantara IV (Persero) Unit Kebun Mayang.

The results obtained from this study stated that the rewards and punishment that exist in PT. Perkebunan Nusantara IV (Persero) Unit Kebun Mayang has been implemented and applied in accordance which the rewards and punishment are written in the CBA (Collective Labour Agreement) for the period 2012-2013. Besides the perceived benefits by implementing employee of the implementation and application of the award is to make ends meet. Then the purpose of the implementation and application of punishment is to discipline employees. However, there are still some employees do not know and understand about rewards and punishment thoroughly.

***Keywords** : Rewards and Punishment, Implementation and Application, Benefits, Purpose, Qualitative.*