

ABSTRACT

Employee diversity in a company nowadays cannot be avoided, let alone in today's era. Bright Future is a company that employs people from various ethnics. The purpose of this research is to find out how the view of Tionghoa and non Tionghoa employees on human resource management practice in Bright Future.

The method used in this research is qualitative with case study. The subject of this research is the employees of Bright Future Semarang from Tionghoa and non Tionghoa ethnics who have been working for more than five years and/or understand ethnic diversity and human resource management practice in this company. The technique of data collection in this research is interview, documentation, and library study.

The result of this research shows Bright Future employees realize that there is diversity among them including ethnic diversity. The Company takes care of this diversity well through policies as appear in the guide book of cooperation between workers and company, without considering ethnic background. Ethnic diversity does not affect human resource management practice in recruitment, training and development, and employee compensation aspects. However, in performance evaluation and promotion aspects it is found that there are "like and dislike" and great subjectivity shown by the heads of department .

Keywords: *diversity, ethnic diversity, ethnic discrimination, management of diversity, human resource management practice.*