

ABSTRAK

Pengalaman kerja merupakan faktor penting dalam membentuk kepuasan kerja karyawan di industri percetakan yang memiliki tuntutan operasional tinggi. Penelitian ini dilakukan di Percetakan Grafindo Media Pratama Jakarta dengan menggunakan pendekatan kualitatif metode studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap 13 informan dari bagian distribusi dan pemasaran, meliputi kepala bagian, supervisor, dan staf. Pengalaman kerja terbentuk secara bertahap melalui akumulasi masa kerja, proses pembelajaran praktis, serta kemampuan menghadapi kendala operasional. Pengalaman kerja yang memadai meningkatkan kepercayaan diri, kemampuan adaptasi, dan penguasaan pekerjaan karyawan, yang pada akhirnya berdampak positif terhadap kepuasan kerja. Faktor pendukung seperti hubungan kerja yang baik, kejelasan tugas, dan dukungan atasan turut memperkuat hubungan antara pengalaman kerja dan kepuasan kerja karyawan.

Kata kunci: pengalaman kerja, kepuasan kerja, percetakan, manajemen sumber daya manusia, penelitian kualitatif

ABSTRACT

Work experience is a crucial factor in shaping employee job satisfaction within the printing industry, which demands high operational performance. This study was conducted at Grafindo Media Pratama Printing Company in Jakarta using a qualitative approach with a case study method. Data were collected through in-depth interviews, observation, and documentation involving 13 informants from the distribution and marketing divisions, comprising a department head, supervisors, and staff members. Work experience develops gradually through the accumulation of tenure, hands-on learning processes, and the ability to overcome operational challenges. Adequate work experience enhances employees' self-confidence, adaptability, and job mastery, which ultimately generates a positive impact on job satisfaction. Supporting factors such as good working relationships, task clarity, and supervisory support further strengthen the relationship between work experience and employee job satisfaction.

Keywords: *work experience, job satisfaction, printing industry, human resource management, qualitative research.*