

ABSTRACT

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The effectivity of team building training to the employee of advertising agency, an empiric study in PT Bina Cipta Imaji at Jakarta (Rostiana, D. N., M.Si., Psi); Undergraduate Program, Psychology, Tarumanagara University. (88 pages + R-1 – R-3).

The aim of this research is to understand the effectivity of team building training to an advertising agency's employee. Research conducted in an advertising agency at Bina Cipta Imaji and have had 54 subjects as the whole sample. The method that used in this research is experimental study with one group pretest – posttest design and paired sample t-test as the statistical measurement. Result of this research showed that there is significant increasing of some aspects after the team building training conducted to all employee. The t value is = -11,343, $p < 0,01$ (based on the difference mean of pretest – posttest) The percentage of all employee is increasing up to 13,51%.

Key words: Effectivity, Team Building Training, Pretest, Posttest.