

ABSTRACT

This study is entitled “Implementation of the Regent Regulation of Cirebon Regency Number 66 of 2021 concerning Talent Management of Civil Servants within the Government of Cirebon Regency in Career Development Efforts.” The background of this research is the need for the application of a merit system in managing human resources of the bureaucracy, which focuses on performance, competence, and employee potential. Talent management becomes an important instrument in supporting a more objective, transparent, and sustainable career development process for civil servants.

The purpose of this study is to analyze the implementation process of Regent Regulation Number 66 of 2021, to identify the roles and involvement of stakeholders in the application of talent management, and to explore supporting and inhibiting factors in its implementation. This study employed a qualitative method with a descriptive approach, using data collection techniques such as in-depth interviews, observation, and document analysis involving officials of BKPSDM and structural officials who are part of the Talent Management Team of Cirebon Regency.

The results of the study show that the implementation of talent management policy in Cirebon Regency has generally been carried out in accordance with the Regent Regulation, particularly in aspects such as talent mapping, competency assessment, and the development of a talent pool. However, its implementation still faces several challenges, including strengthening data integration, limited budget allocation, insufficient technical understanding among some civil servants, and the suboptimal use of information technology. On the other hand, supporting factors include the commitment of local leaders, regulatory support, and the organizational need for high-quality civil servants.

This study concludes that the implementation of the talent management policy contributes positively to the career development of civil servants in Cirebon Regency, especially in clarifying competency-based promotion and job rotation pathways. The recommendations proposed are the need for massive socialization, data updating, continuous capacity building for civil servants, and well-planned management of promotion and rotation to generate a significant impact on career development.

Keywords: *Policy Implementation, Talent Management, Career Development, Civil Servants, Cirebon Regency*