



**UNIVERSITAS MERCU BUANA
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Implementasi *Reputation Management* PT EMLI Pada Divisi *Distributor Business Development* Dengan Distributor

ix Angka Romawi, 128 Halaman, 27 Buku (tahun 2000 – tahun 2011), 6 Artikel, 6 Lembaga Penerbit , 8 *Website*, 4 Lampiran

ABSTRAK

Integritas banyak dikembangkan untuk membangun reputasi yang baik bagi perusahaan. Permasalahan yang dikaji dalam penelitian ini adalah bagaimana pendekatan strategi *public relations* dalam implementasi *reputation management* PT. EMLI pada Divisi *Distributor Business Development* dengan distributor.

Analisa data dilakukan dengan menggunakan aspek pendekatan strategi *public relations* oleh Rosady Ruslan, yaitu strategi operasional, persuasif dan edukatif, kerjasama, tanggung jawab sosial serta koordinatif dan integratif didalam implementasi *reputation management* menurut Charles J. Fombrun yang menggunakan konsep tantangan *Motivation, Know How* dan *Application* dari Pekka Aula dan Saku Mantere dengan sumber daya organisasi dengan pendekatan yang dikemukakan oleh Firma PR, Morissey & Co. : penelitian, *positioning*, penyusunan pesan serta strategi dalam *distributor relations* yang dikemukakan oleh Mark Hollyoake dengan penyajian data berupa foto pelaksanaan aktivitas kegiatan PT. EMLI dengan distributornya.

Sifat penelitian ini adalah kualitatif dengan pendekatan metode penelitian studi kasus. Penelitian studi kasus digunakan untuk mengembangkan analisis mendalam dengan pokok masalah suatu perusahaan dalam menjalin komunikasi dengan pihak lain. Teknik pengumpulan data dilakukan dengan wawancara mendalam dan dokumentasi. Wawancara dilakukan kepada Div. *Distributor Business Development* dan *Business Advisor* sebagai nara sumber. Triangulasi data dilakukan untuk pemeriksaan keabsahan data dengan cara melakukan pengecekan silang antara nara sumber dan wawancara dengan distributor dengan pengamatan peneliti.

Dalam penelitian ini diperoleh hasil bahwa strategi *public relations* integrity dalam *standard business conduct* yang dijalankan oleh Divisi *Distributor Business Development* sudah dilakukan sebagaimana mestinya sesuai dengan teori yang penulis gunakan namun ada beberapa kekurangan berupa kegiatan informal Divisi *Distributor Business Development* dengan bagian operasional distributor serta kurang maksimalnya pelaksanaan fungsi *public relations* karena adanya peran ganda yang dilakukan Divisi *Distributor Business Development* baik yaitu *Public Relations* dan sebagai bagian penjualan (*sales*).



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The Implementation Reputation Management PT. EMLI in Distributor Business Development Division with Distributors

ix Roman numerals, 128 Pages, 27 books (in 2000 - in 2011), 6 Pages, 6 Institute Publishers, 8 Website, 4 Appendix

ABSTRACT

Integrity has been developed to build up a good reputation for the company. The problem studied in this research is how to approach public relations strategy in the implementation of reputation management PT. EMLI the Distributor Business Development Division with the distributor.

The data analysis approach using aspects of public relations strategy by Rosady Ruslan, the operational strategy, persuasive and educative, cooperation, social responsibility and coordinative and integrative management in the implementation reputation by Charles J. Fombrun which uses the concept of challenge Motivation, Know How and Application of Pekka Aula and Saku Mantere with organizational resources with the approach suggested by the PR firm, Morissey & Co. : Research, positioning, messaging and strategy formulation in distributor relations proposed by Mark Hollyoake with the presentation of the data in the form of photos of activity implementation PT. EMLI with distributors.

The nature of this research is a qualitative case study method approach. Case study research is used to develop in-depth analysis of the subject matter of a company in communicating with others. Data was collected through in-depth interviews and documentation. Interviews were conducted to Div. Distributor Business Development and Business Advisors as a resource. Triangulation of data is done for checking the validity of the data by means of cross-checking between sources and interviews with distributors with the observations of researchers.

In this research result that public relations strategies integrity in business conduct standards that are run by the Distributor Business Development Division has been duly made in accordance with the theory that I use but there are some drawbacks in the form of informal activities Distributor Business Development Division with the distributor and less maximum operational execution functions of public relations because of the dual role performed Distributor Business Development Division of the Public Relations and well as sales (sales).